SONIC THE HEDGEHOG™

EVERYTHING YOU EVER WANTED TO KNOW ABOUT **ME**...

AND HIS PALS

OFFICIAL STYLEBOOK & CHARACTER MANUAL

SEGA™

....AND THEN SOME!

SONIC THE HEDGEHOG™

AS SEEN IN HIT VIDEO GAMES BY
SEGA™

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HAVE A SEAT 'N' START READING!

I'M WAITINGGG...

INTRODUCTION R U UP 2 IT?

R U **UP** TO THIS??

DO YOU SOLEMNLY SWEAR ON A GOLD RING TO OBEY **ALL THE STUFF** IN THIS STYLEBOOK?*

YOU **DO**?!

A-A-ALL**RIGHT**!!

NOW... THE FIRST THING I'VE GOTTA DO IS READ THIS NOTE FROM THE ART DIRECTORS 'N' COPYWRITERS! (AHEM)...ANNOUNCER'S VOICE WITH ECHO...

"THIS STYLE BOOK IS DESIGNED TO ILLUSTRATE THE TRUE CHARACTER OF SONIC THE HEDGEHOG— HIS FRIENDS AND FOES.

*EXCEPT FOR THE SECTION HEADINGS, COLOR GUIDANCE AND LINE ART, PAGES ARE **DOUBLE**-SIDED— ALLOWING CHARACTERS TO INTERACT WITH EACH OTHER FROM **PAGE TO PAGE**...YOU NEVER KNOW WHAT TO EXPECT NEXT!"*

SO ENOUGH OF THAT ALREADY... LET'S TALK ABOUT SOMEONE WITH TRUE BLUE QUILLS 'N' A WIT THAT WON'T QUIT— **ME**!!

JUST PLACE YOUR RIGHT HAND HERE *AND SWEAR YOU'LL DO WHAT I SAY.

(OR YOU MIGHT HAFTA DO IT AGAIN & THAT'S A DRAG, DUDE!)

How to Use The Stylebook

This Stylebook is the only official, Sega-approved document for Sonic The Hedgehog™— the trademarked character. If it's something Sonic says, does, loves or loathes— you'll find it in these pages. Licensees and participating sponsors are urged to follow these guidelines for any and all visual and verbal portrayals of Sonic The Hedgehog.™ Any question not adequately addressed in the Stylebook may be directed to the contacts provided on page 1.

APPROVALS

The process of using the Stylebook is one of interaction among Sega, its licensees and participating sponsors. Any product, package, promotion or merchandising concept involving Sonic The Hedgehog™ is subject to the approval of Sega at all stages— from initial comps or sketches through and inclusive of final art, copy, prototypes, and finished product. Forms for these purposes are provided at the back of the Stylebook.

ARTWORK

The Stylebook is designed not only to provide usable line art as well as reference art, but to serve as an *idea book* as well— a springboard for creating new ways of building on Sonic's character and attitude.

Backgrounds, environments & icons from Sonic's highly successful video games are included to assist readers in grasping Sonic's full potential.

Logos, transparencies and various ready-to-use art contained herein may be augmented by other material not shown. Inquiries for additional art options may be directed to the contacts provided on page 1.

The Stylebook contains an innovative section, *Scenes and Environments*— that includes the option of digitally combining images for specific purposes on request (see page 14.)

The Pantone Matching System® or PMS— internationally recognized as a color standard, is used for color guidance throughout.

UPDATES

Sonic is an evolving character, by his very nature. His Stylebook was made to be updated, reflecting addenda on an *ongoing* basis. Users will be provided updates by Sega in the form of inserts to the Stylebook, with instructions as to where to place in page sequence.

TV CHARACTERS

Beyond the characters of Sonic The Hedgehog,™ Tails™ and Dr. Robotnik,™ an additional, ancillary cast of characters from Sonic TV programs is available under *separate* licensing agreements. In instances where applicable, a Stylebook TV Section has been included.

...CHECK IT OUT!!

CHARACTER PROFILES!

I'M **SONIC THE HEDGEHOG** (AS IF YOU DIDN'T KNOW). THE STAR OF MY OWN VIDEO GAMES!

I GOT MY NAME FOR LOTS OF REASONS... FIRST, WELL– I'M A HEDGEHOG... SECOND, I'M, FAST ON MY HOT RED SNEAKERS... FASTER THAN SOUND– SO THEY CALL ME **SONIC**!

DUDE WITH A 'TUDE

BUT THERE'S MORE TO BEING SONIC THAN BEING FAST...IT'S AN ATTITUDE THING. MINE'S POSITIVE... CONFIDENT... WAY-Y-Y COOL... I'M A **DUDE WITH A 'TUDE**'!

ZOOM!

SOME MAY THINK I'M JUST IMPATIENT, BUT THEY'RE WRONG... I CAN'T HELP BEING THE FASTEST DUDE AROUND, I JUST GET FRUSTRATED IF I HAFTA GO SLOW– SO READ A LITTLE **FASTER**, DUDES!!

CHECK IT OUT... I'M ONLY GONNA SAY THIS TO YOU JUST ONE TIME! ...I **WANT** YOU TO USE YOUR IMAGINATIONS... THAT'S **JUST IT**... WATCH WHAT WE DO... WHO WE ARE... AN' I KNOW YOU'LL GET **GREAT** IDEAS FOR MORE WAY COOL SONIC MERCHANDISE & PROMOTIONS!!

SONIC THE HEDGEHOG™

BIOGRAPHY

Sonic The Hedgehog— the fastest, coolest hedgehog *anywhere.* It's more than just speed— it's his wit that won't quit. He's all heart, and *super smart!* Sonic's always racing from one place to the next— barely stopping to catch his breath.

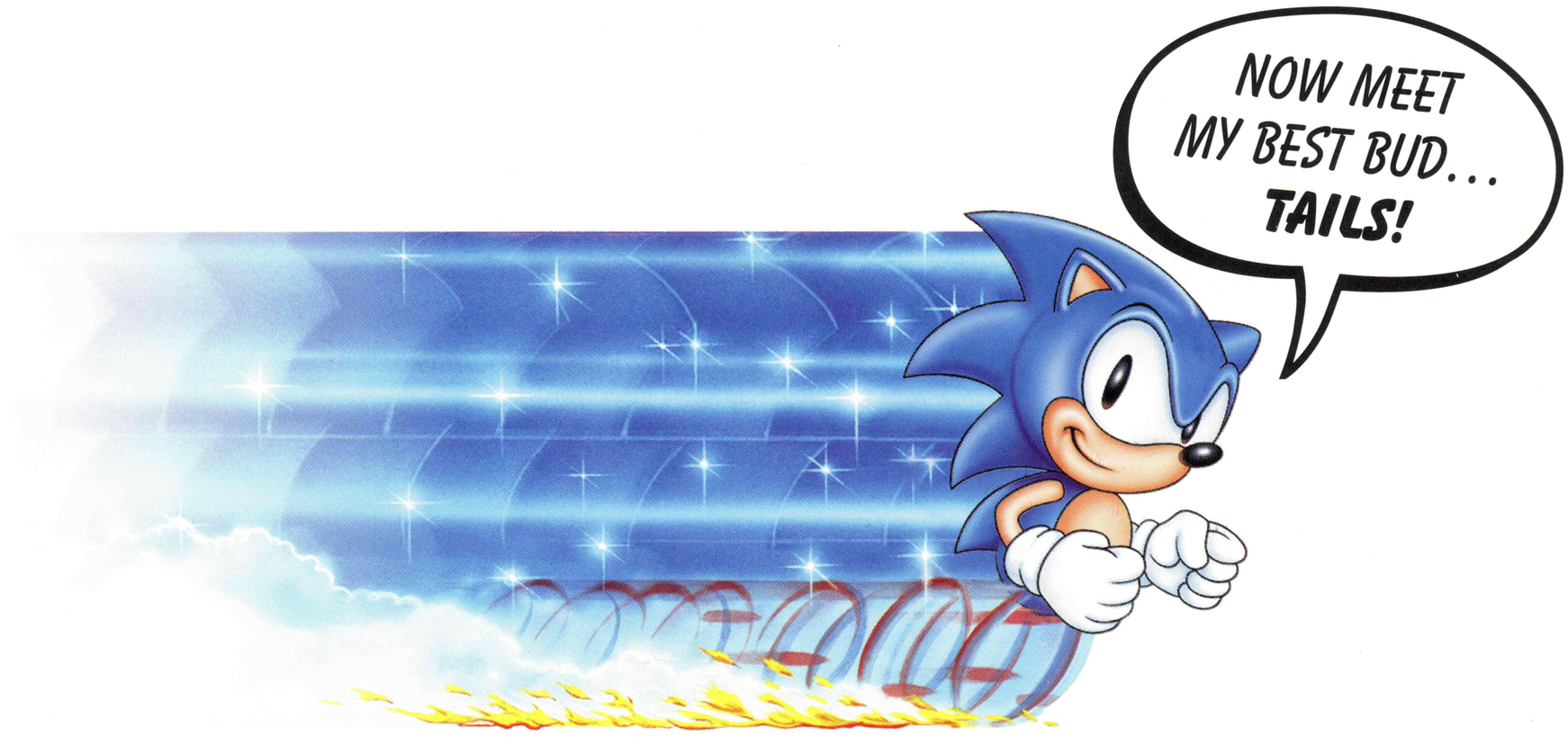
As Sonic developed his incredible speed, his attitude became legendary. This Dude with a 'Tude is irreverent, confident, impatient and *constantly* bursting at the quills with energy. Above all, he's the *bravest* big-hearted hedgehog anywhere.

Sonic's way cool, *power* red sneakers blast him around at *supersonic* speeds without burning through their soles. Our hero's favorite color is— you guessed it: blue! He loves gumballs and chili dogs, too, but he hates water 'cause he can't swim.

Sonic is always there for his friends— they know they can count on him, *especially* in times of trouble. It all comes down to loyalty, an important quality that this hedgehog is full of— *among other things.*

All Sonic really wants is for life to return to the way it was— *before* Dr. Robotnik took over, polluted the planet and roboticized everyone. To free his friends from the Dr.'s grasp, Sonic must trash Robotnik and his vile eggomatic machine.

Maybe Sonic will go into a Supersonic Spin Attack— whatever happens, *watch out.* 'Cause the super blue hedgehog is... UP...OVER— *AND GONE!*



EGGSCUSE ME!!!
HA HA HA HA! SONIC
MUST BE IN **EGGSCRUCIATING**
PAIN RIGHT ABOUT NOW!

OOF!!

IF THAT DRATTED, VILE
HEDGEHOG CAN BE DESTROYED,
PERHAPS MY GENIUS CAN
REACH ITS POTENTIAL...

WITH MY BRILLIANT
INVENTIONS– SUCH AS MY
EGGOMATIC TRANSPORTER AND
DELIGHTFULLY DEVIOUS ROBOT
COHORTS, I FULLY INTEND
TO **CRUSH** SONIC AND HIS
PATHETIC LITTLE FRIENDS!

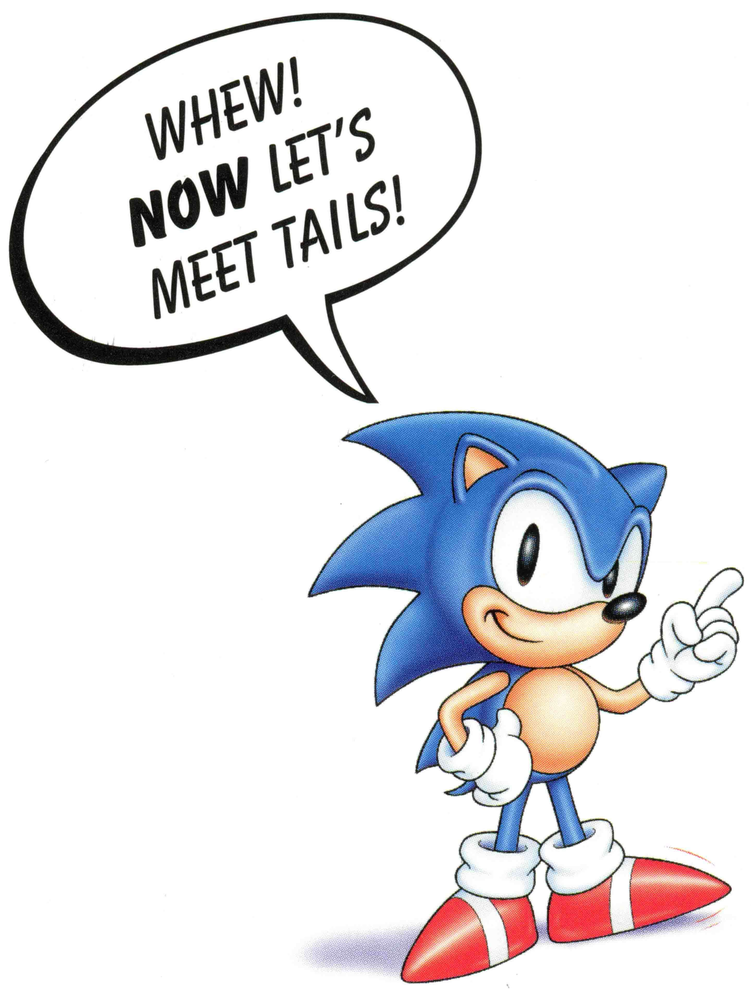
Dr. Robotnik™

BIOGRAPHY

Occasionally, one might have a bad hair day— but it *never* gets as bad as dealing with 'ol Robotnik. There's nothing worse than a mad scientist gone madder— except an incredibly plump, bald one in a space-age leisure suit! Dr. Ivo Robotnik, or Ro*butt*nik— as Sonic 'affectionately' calls him, is all that and *less.*

One wonders if it was his bizarre genius or bad breath that polluted Robotropolis— all Sonic knows is that he wishes this once great city could be itself again. But as bent on Robotnik's destruction as Sonic may be, the mad doctor thrives equally upon the demented dream of crushing Sonic where he *lives*. That is, if el huge-o can ever find it!

Robotnik is the living epitome of all things gone wrong— and a formidable enemy of Sonic. But as much as the mad doctor may be a bumbling bad guy, he gives Sonic and his friends a run for their money— and their lives!



Tails™

BIOGRAPHY

Full name: Miles 'Tails' Prower, but you can call him *Tails* for short ('cause he is!) Distinguishing features: starry-eyed with two tails. Sonic's *best* bud, Tails has that delightfully innocent look of the true optimist— and enough tail-raising experiences to deserve all the optimism he can muster!

It's not easy tagging along with Sonic— who's typically harrowing day can look like ten miles of bad road. Tails does his best— what he lacks in speed he *more than makes up for* in spirit 'n spunk!

Infact, the only way Tails can keep up with Sonic is to use his twin tails like a helicopter— propelling him up out of (*or into*) harm's way...

There's only one thing stronger than Tails' curiosity— his admiration for Sonic!

...GOTTA **JUICE!!**

SCALE, LINE ART & COLOR GUIDANCE!

Scale/Sizing

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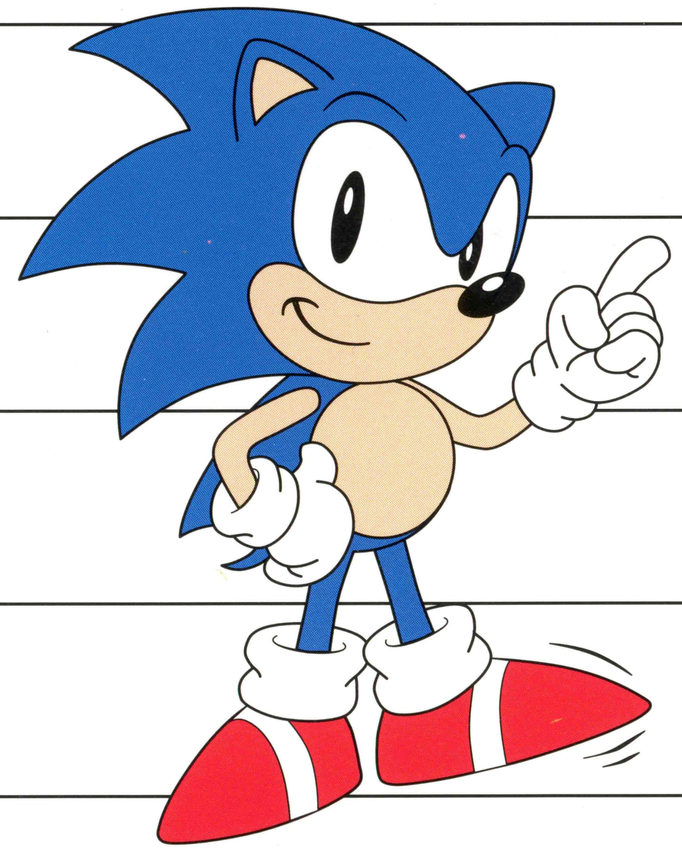
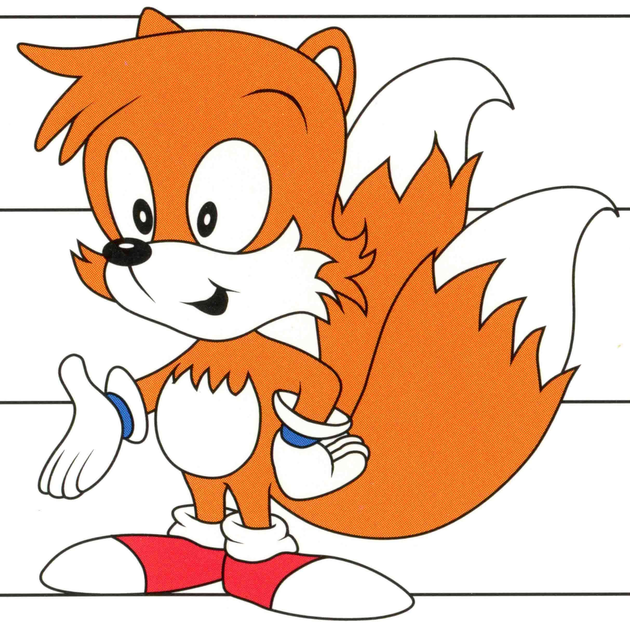
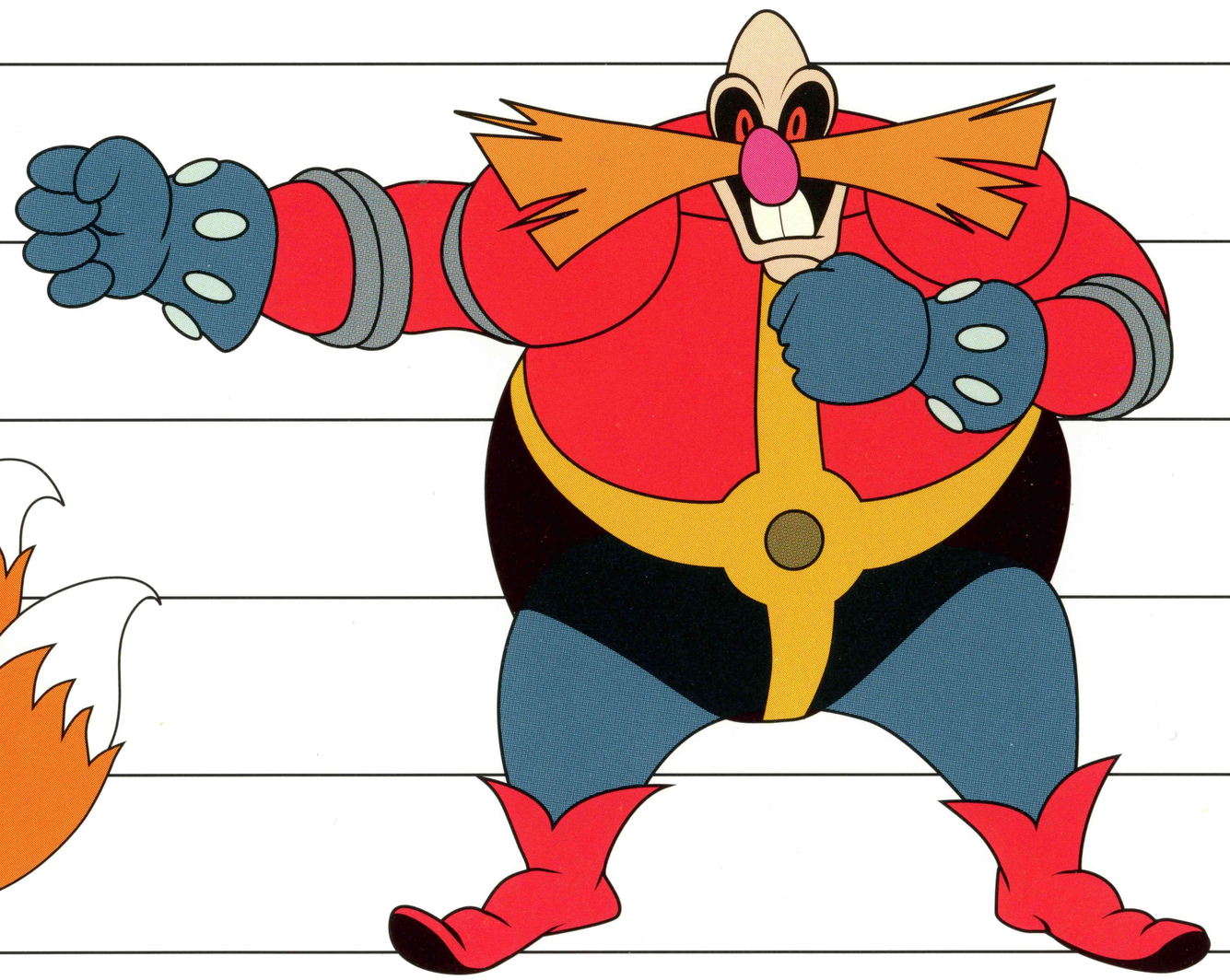


SONIC THE HEDGEHOG™



TAILS™



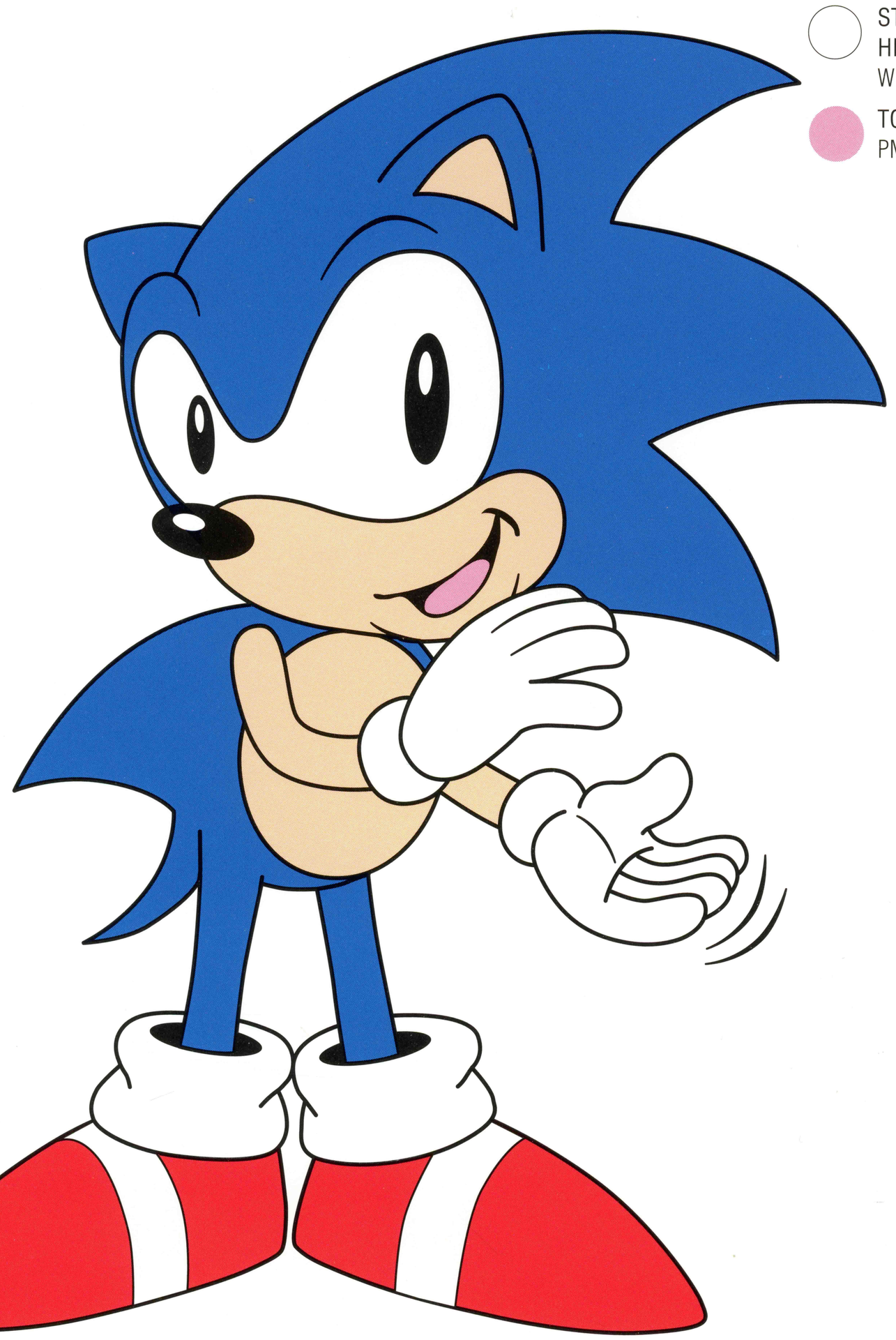
DR. ROBOTNIK™

Color Guidance

SONIC THE HEDGEHOG™

PANTONE® (PMS) colors/process color tint equivalents

- SHOES:
  PMS #185 Red/M91+Y76
- MUZZLE, ARMS, BELLY, EARS:
  PMS #156 Tan/M20+Y30
- HEAD, QUILLS, BODY, LEGS:
  PMS #300 Blue/100C+50M
- LINE ART, PUPILS, NOSE:
  PMS Black/100K
- STRIPES ON SHOES, EYES, GLOVES
  HIGHLIGHTS ON PUPILS & NOSE:
  White
- TONGUE:
  PMS #197 Pink/M43+Y6



11-A

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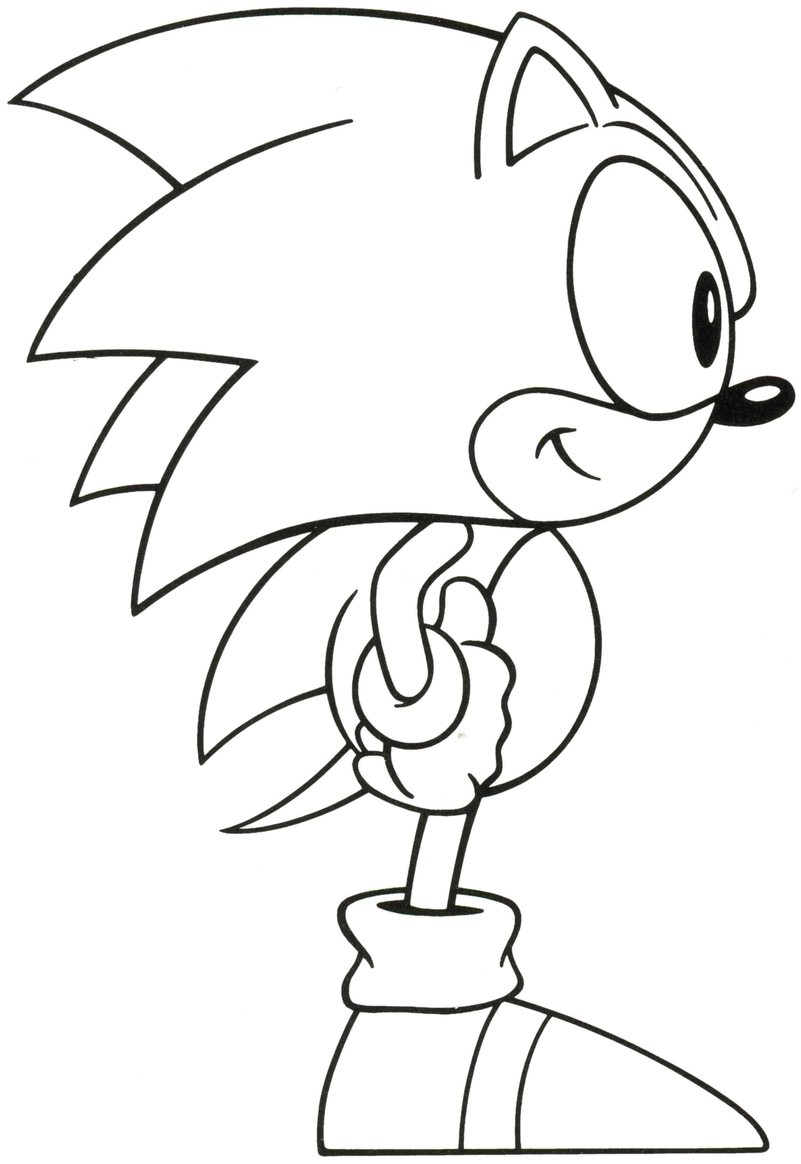
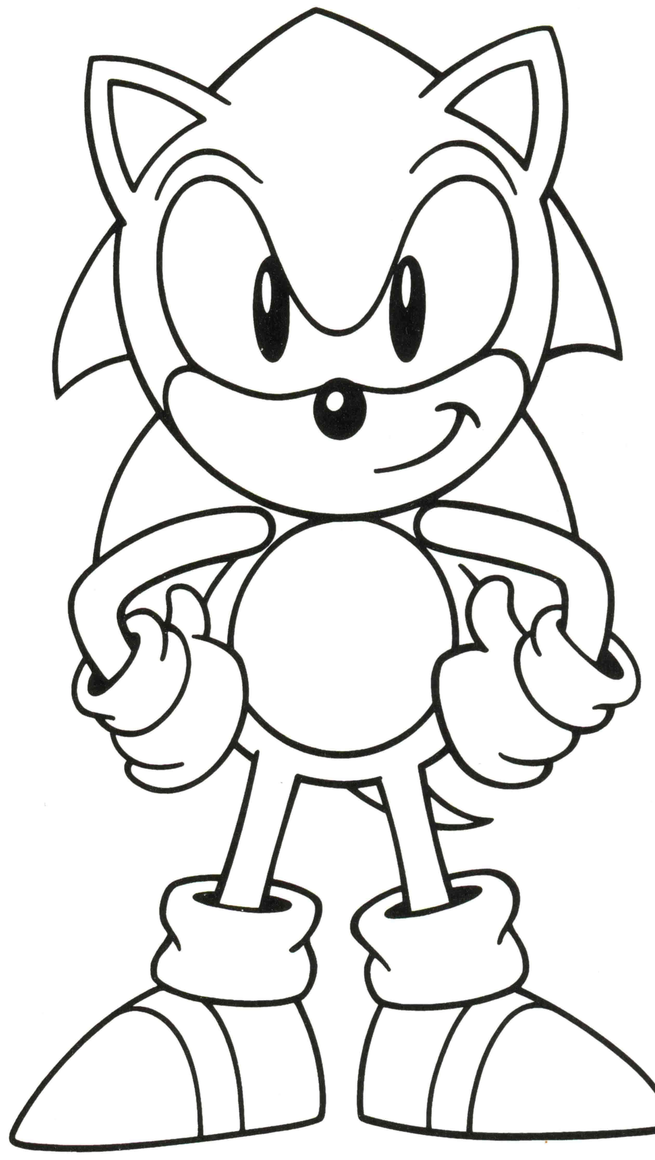
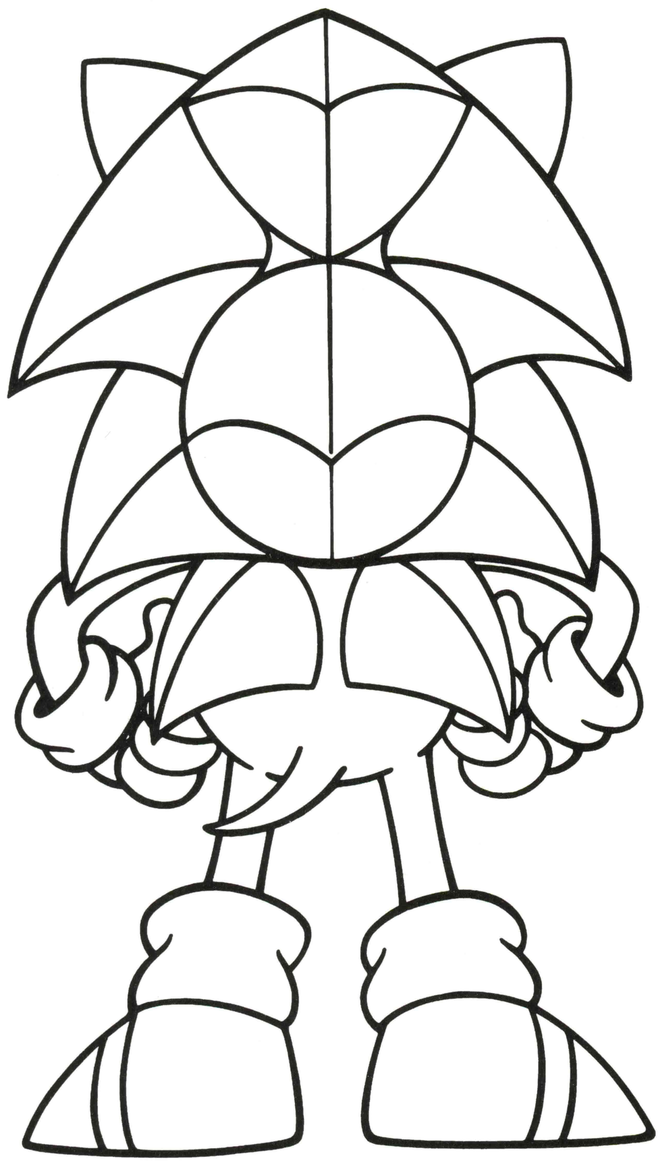
Turn Arounds

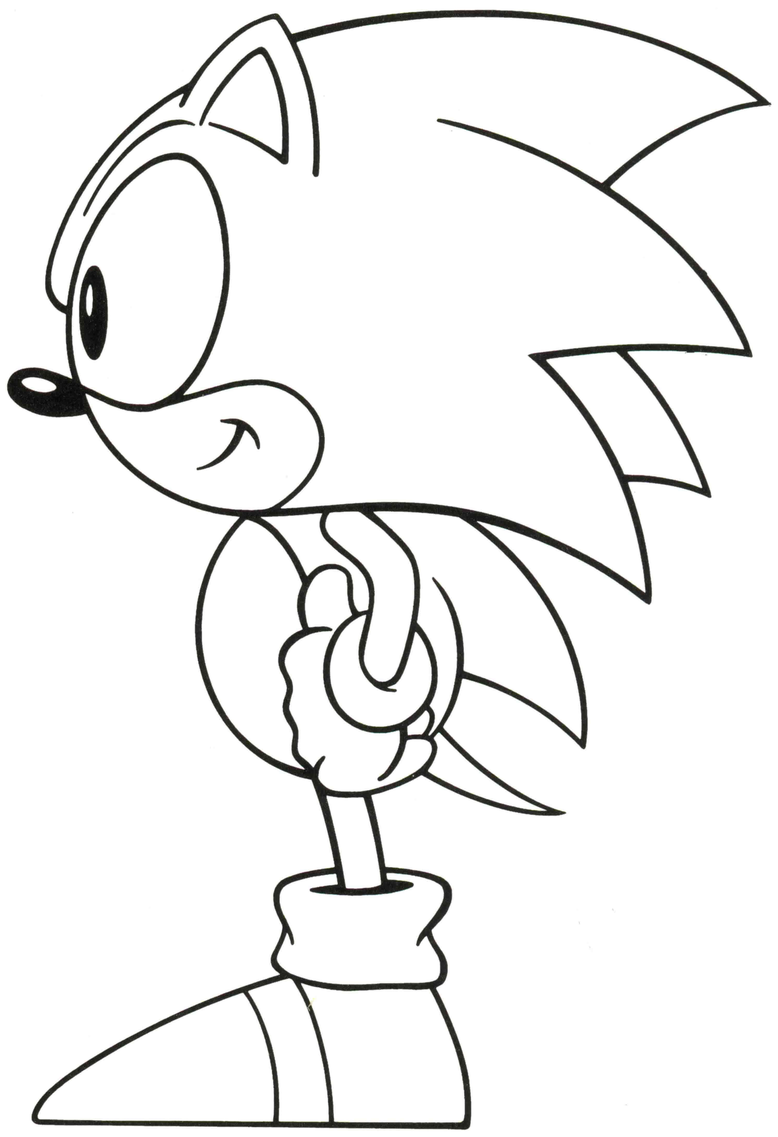
SONIC THE HEDGEHOG™





11-B





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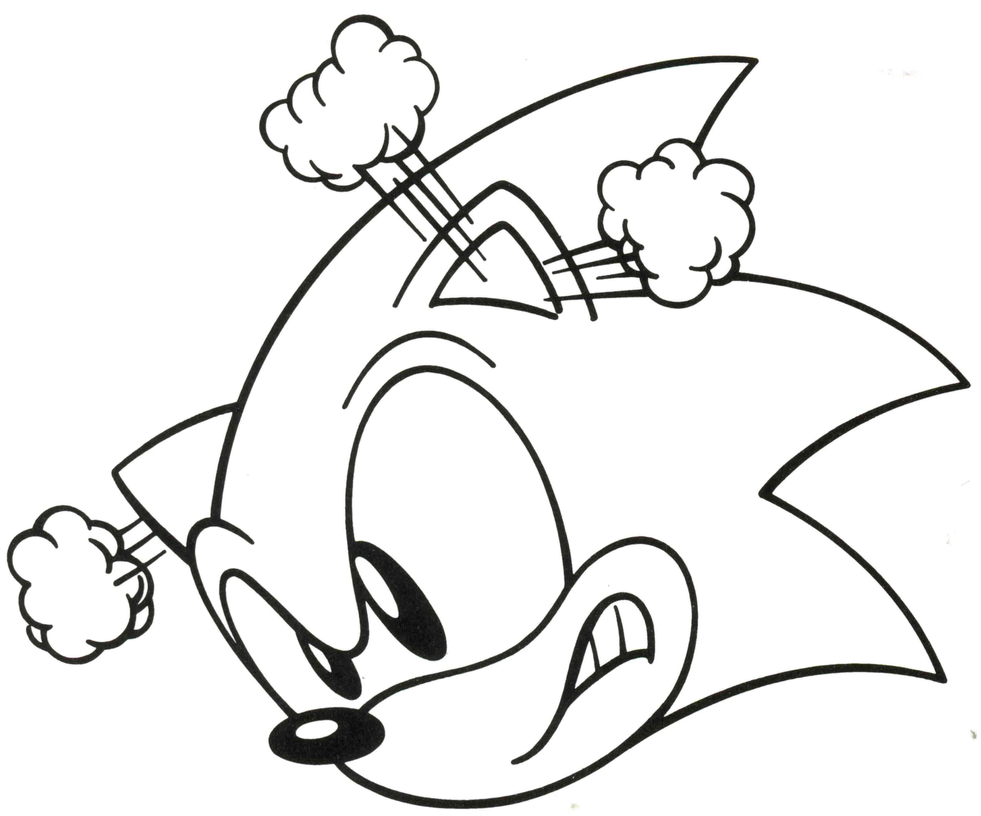
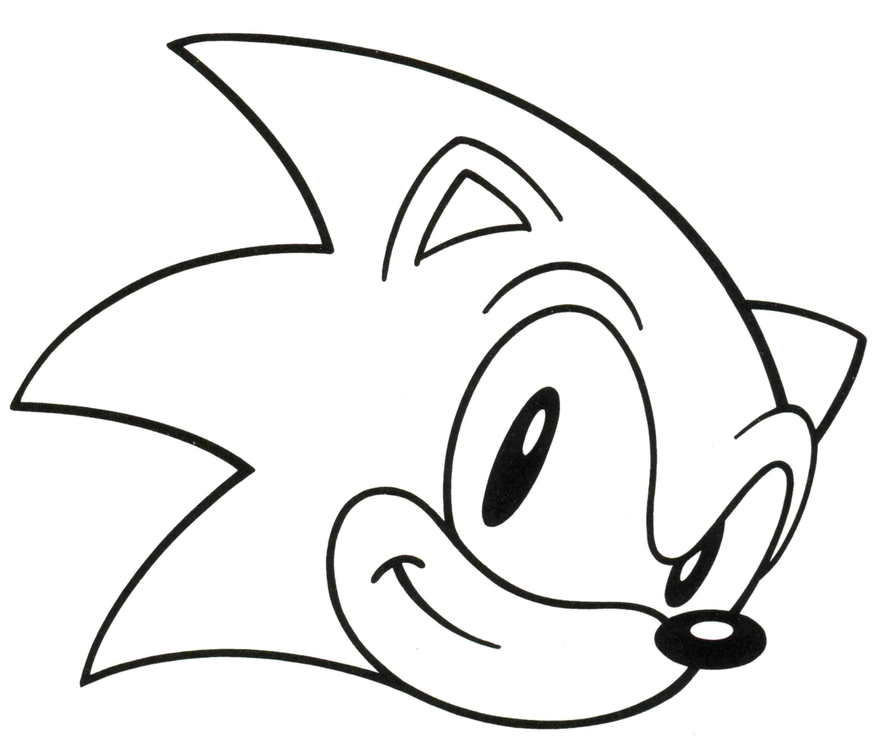
Expressions Attitudes

SONIC THE HEDGEHOG™



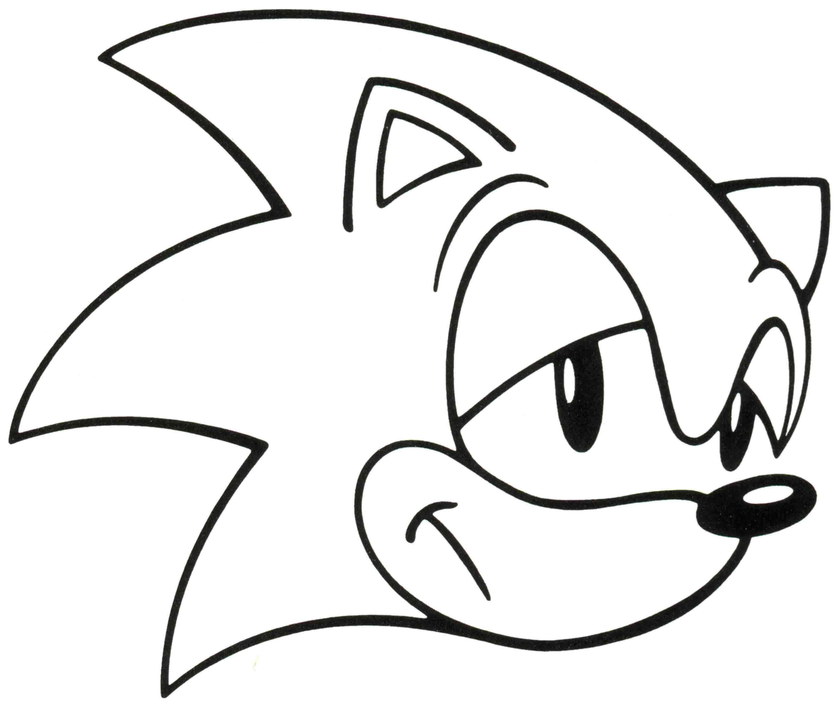
STEAMING



CLASSIC SONIC

WINKING

DETERMINED



KIND OF BLUE

11-C

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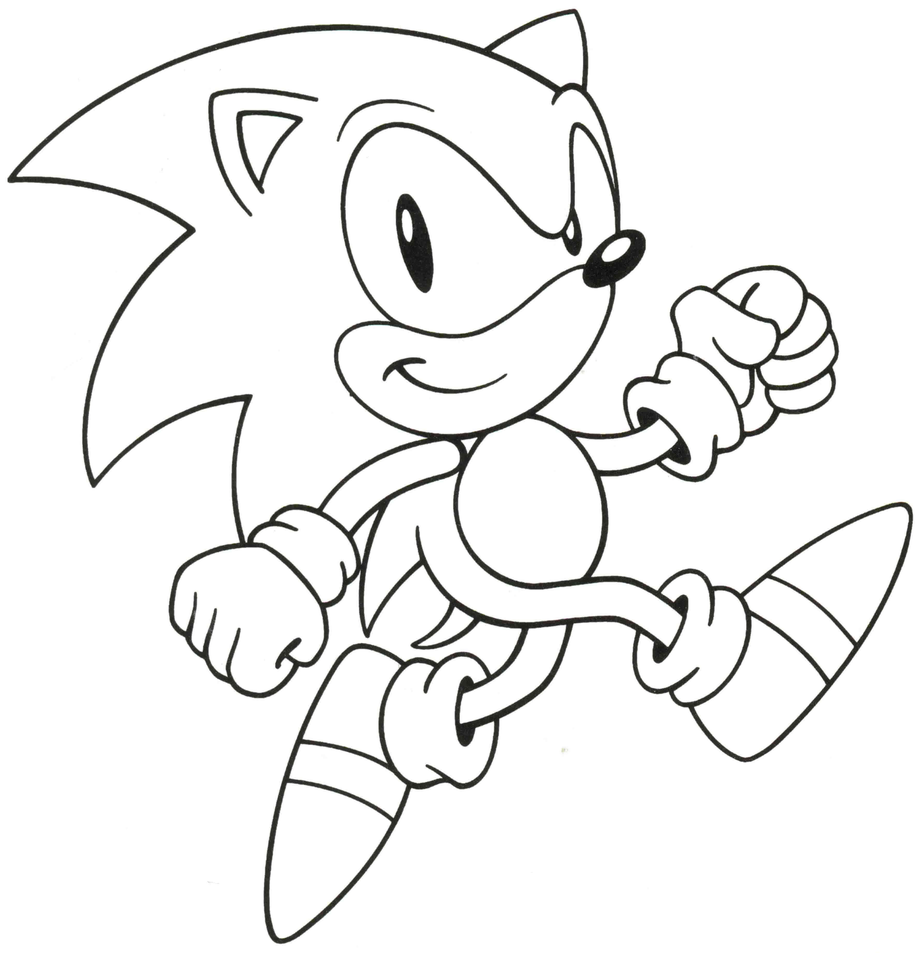
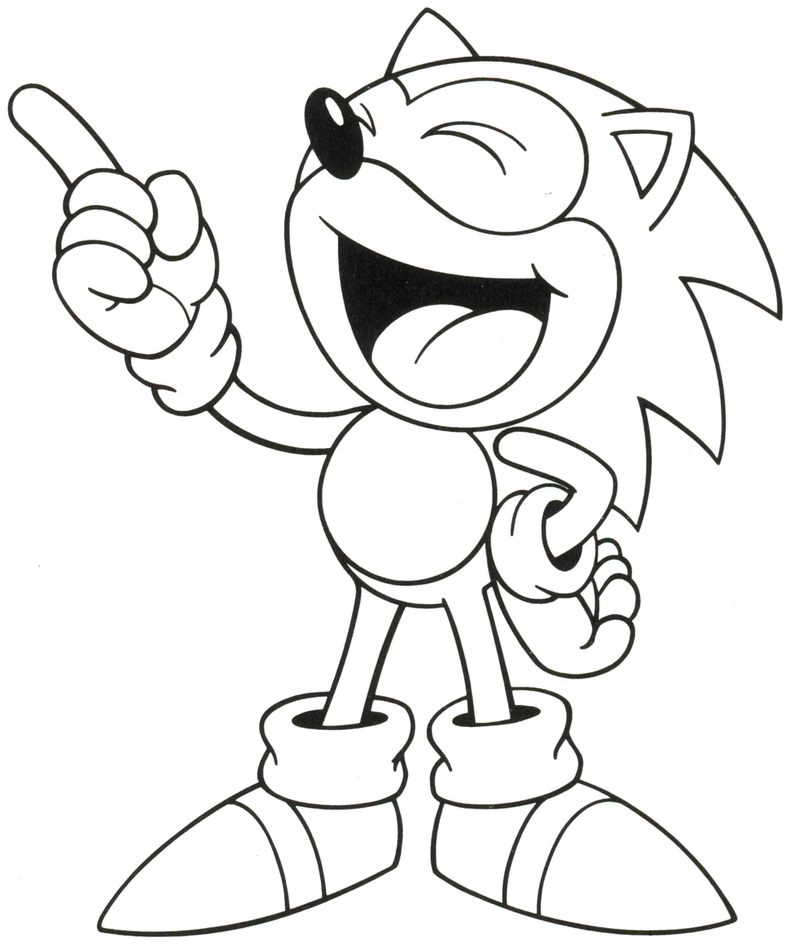
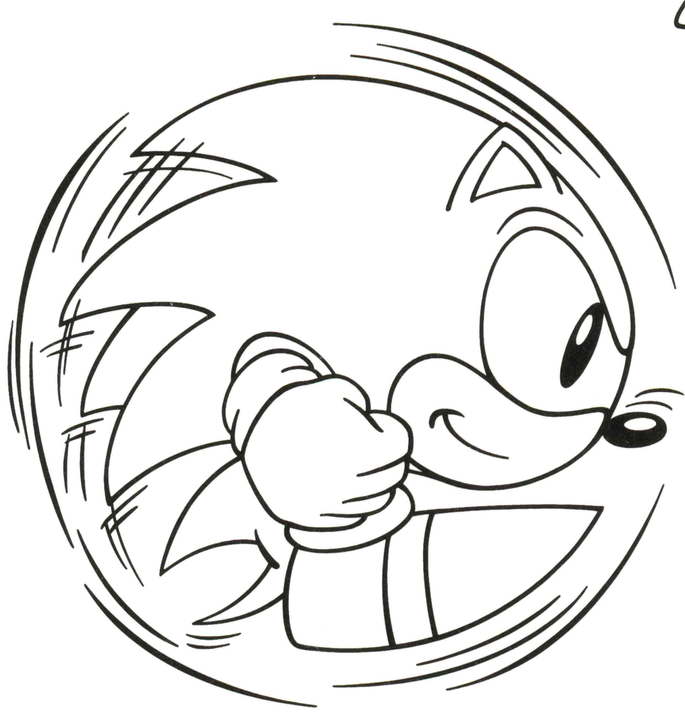
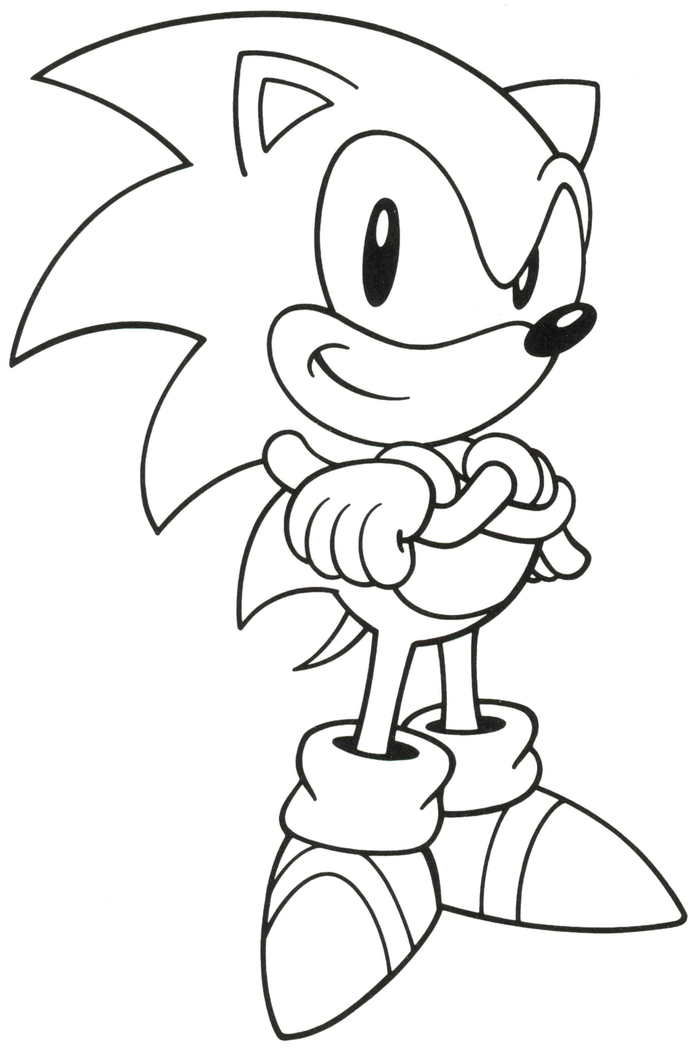
Line Art

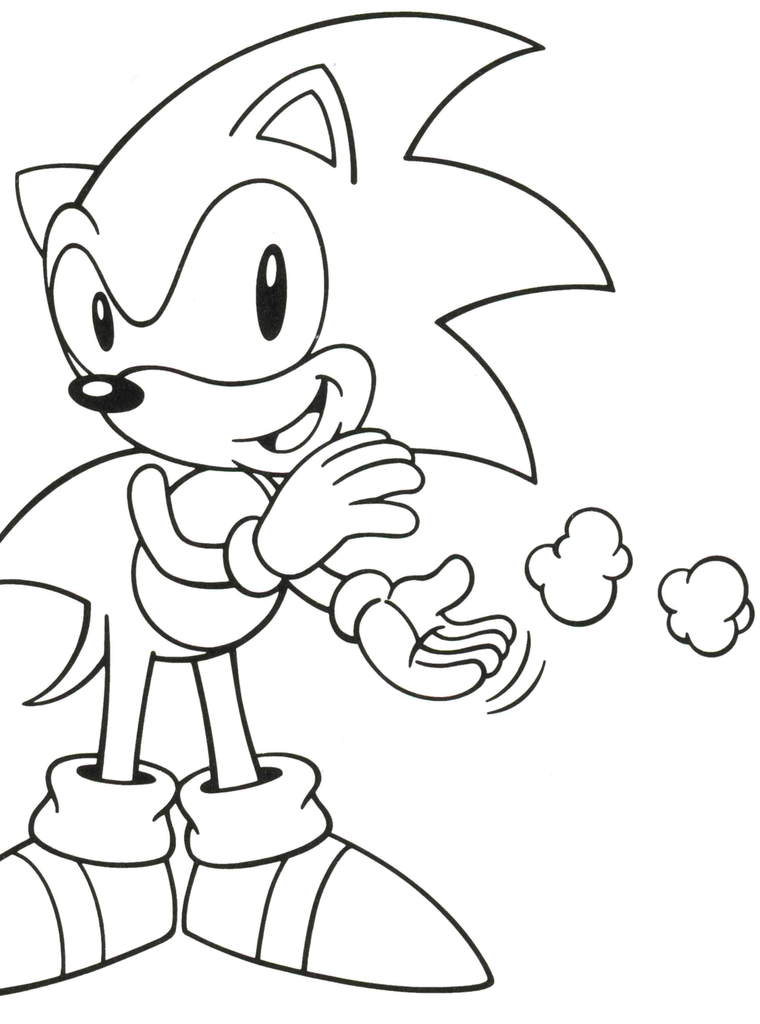
SONIC THE HEDGEHOG™











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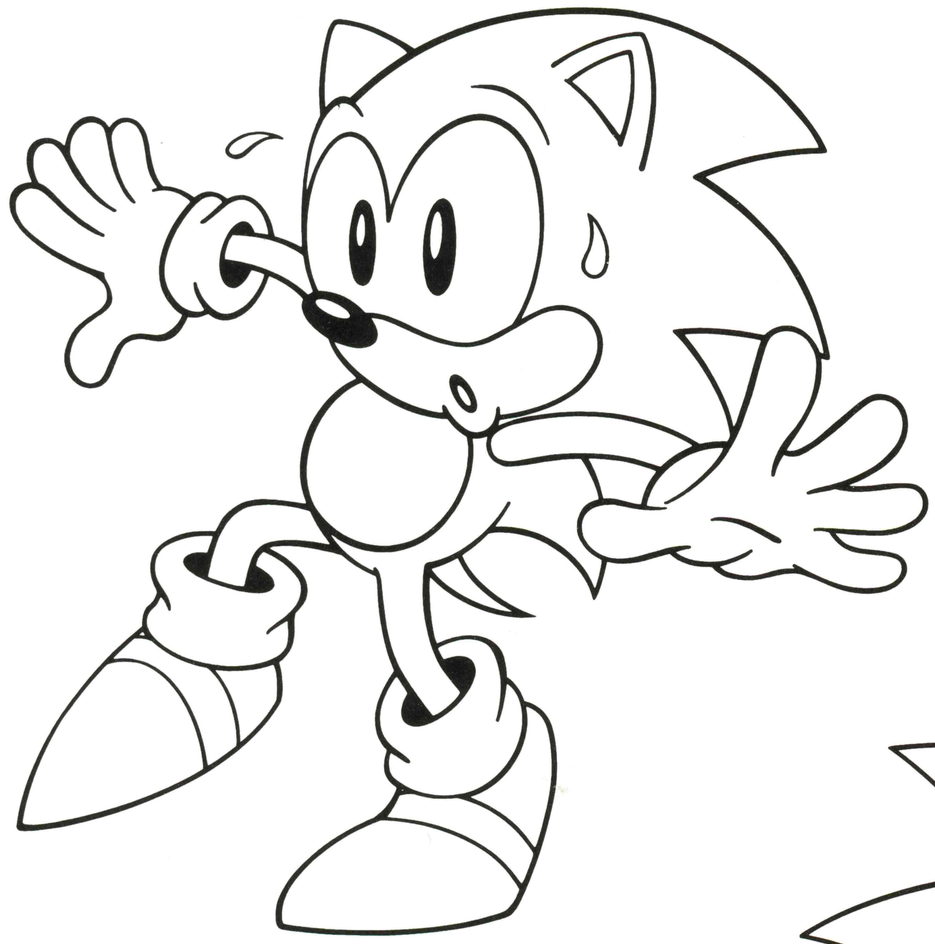

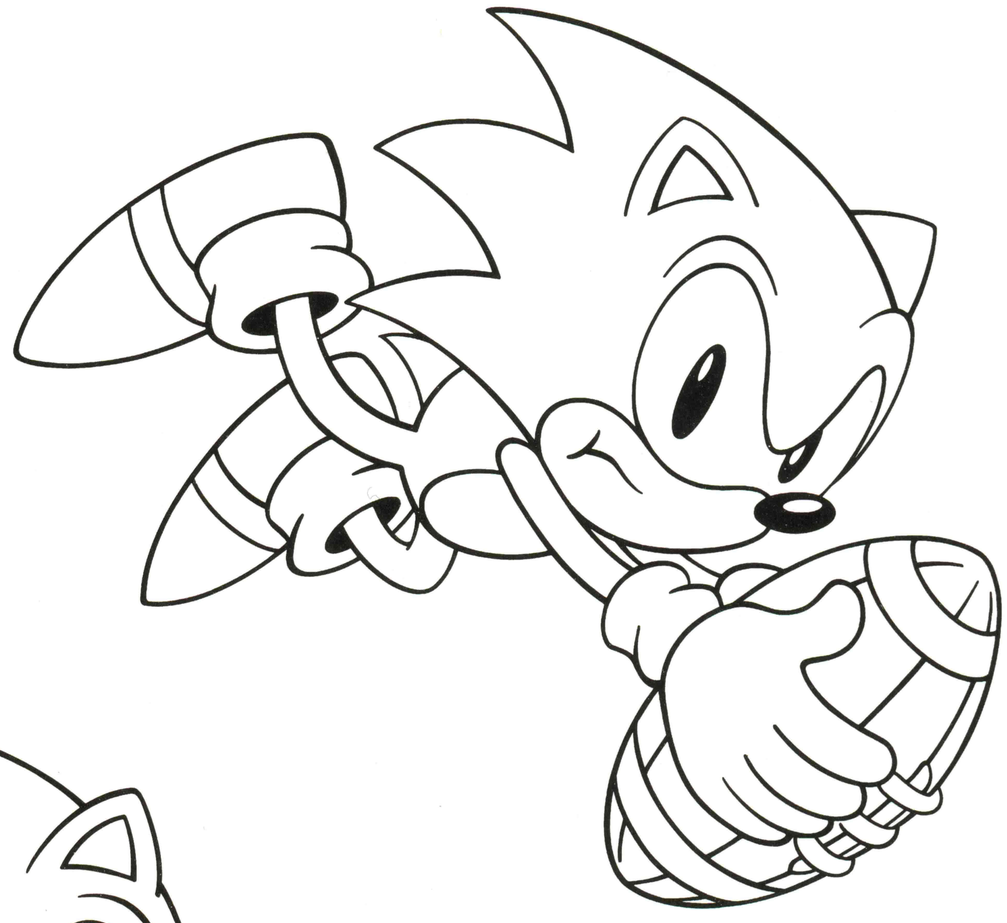

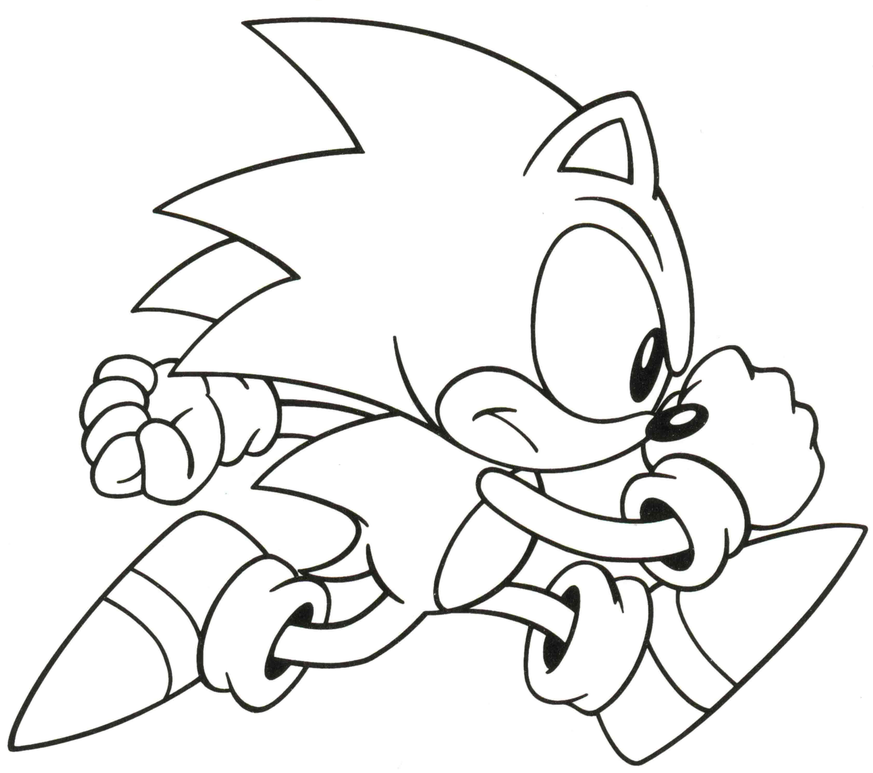

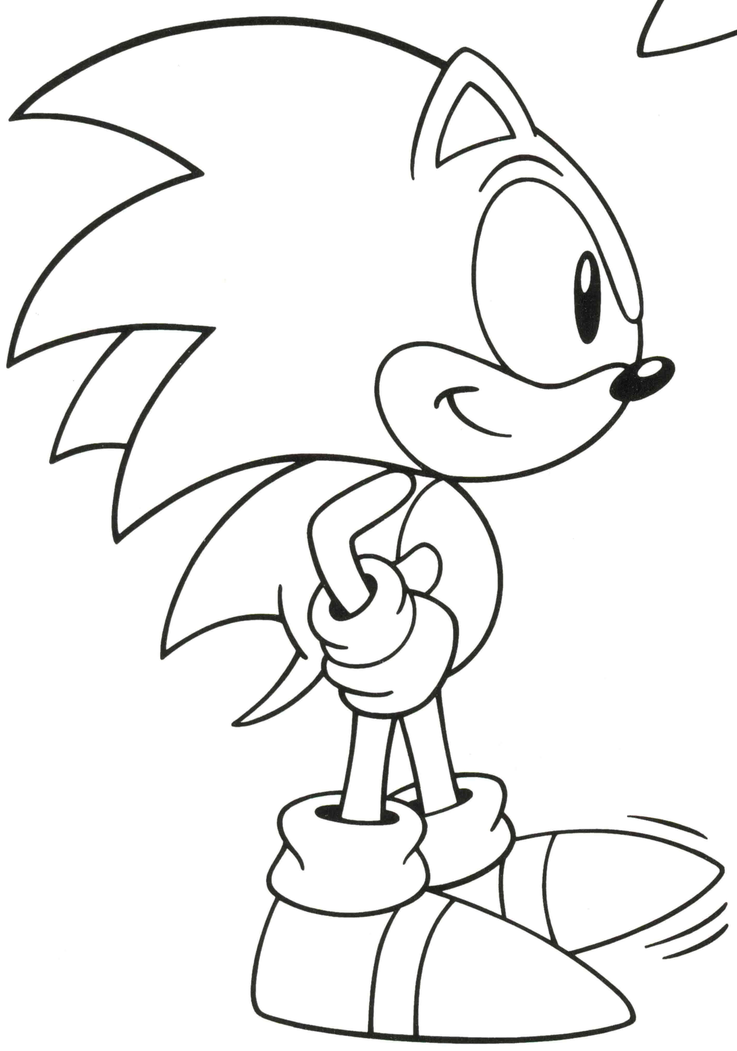

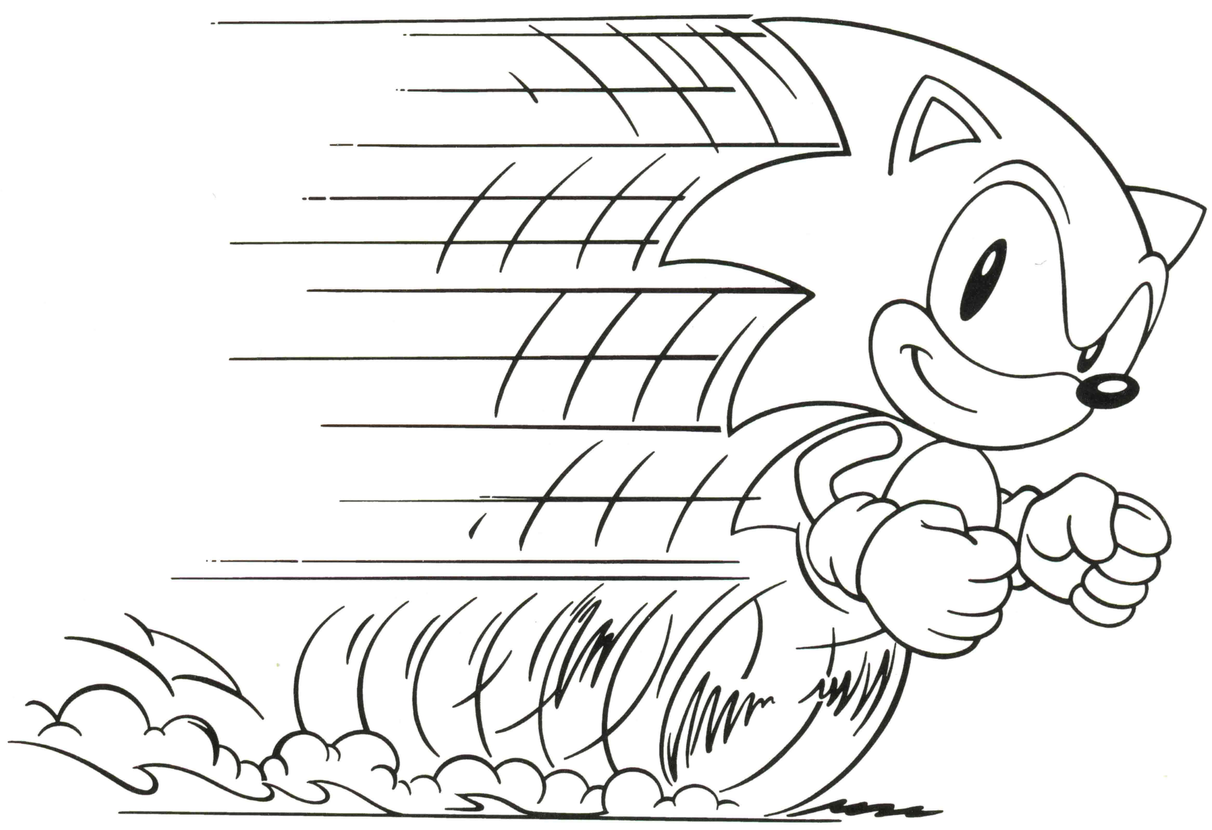

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Line Art

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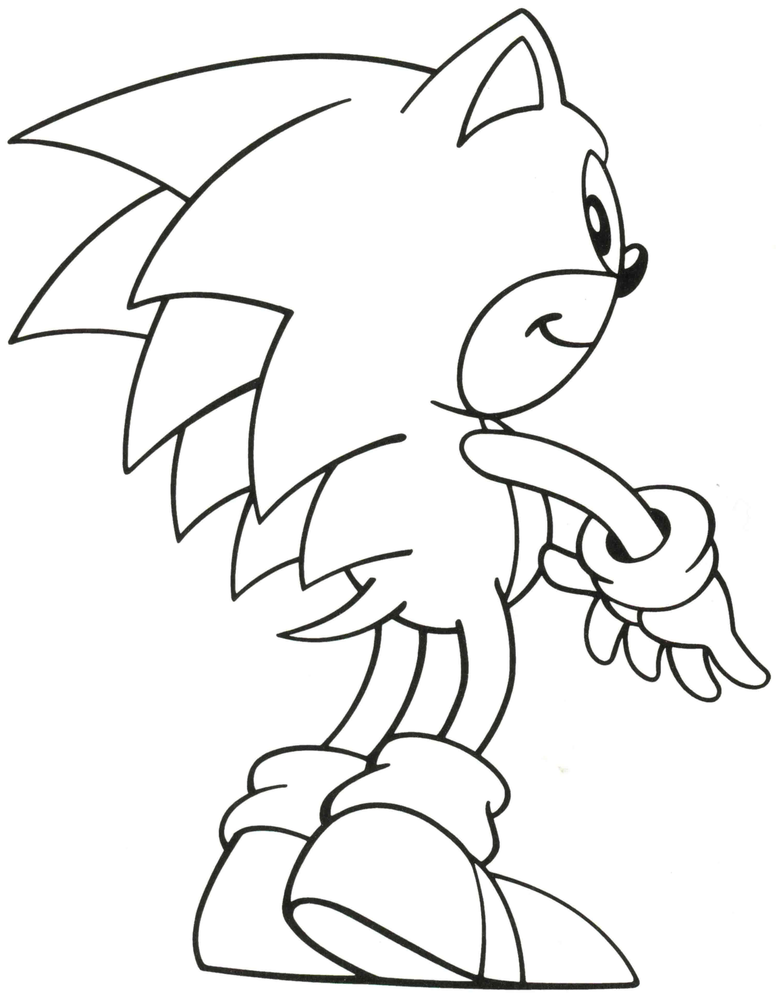

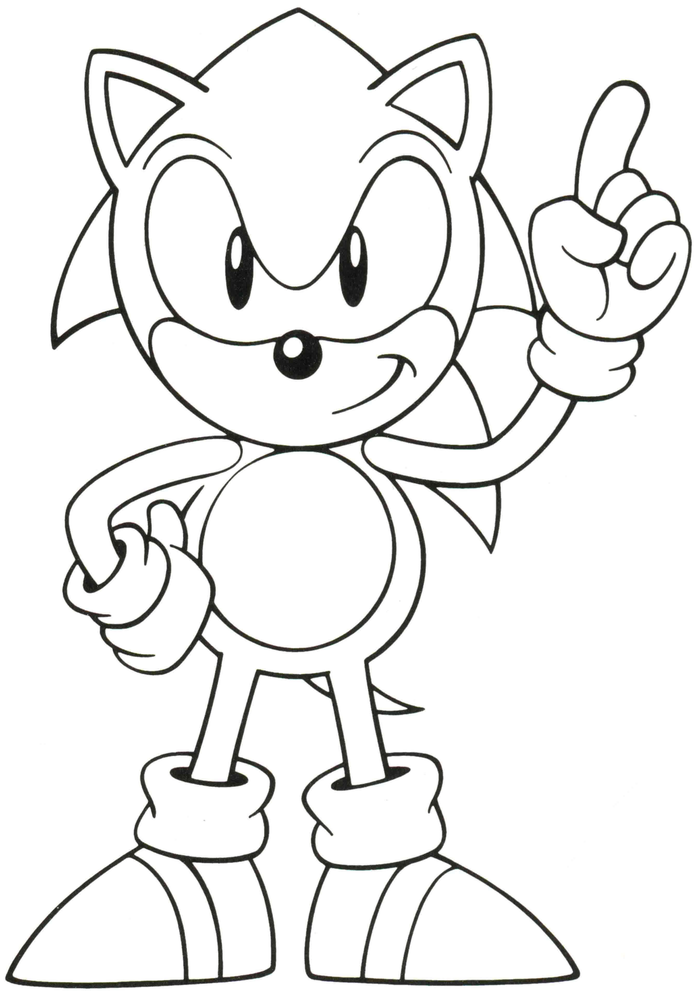

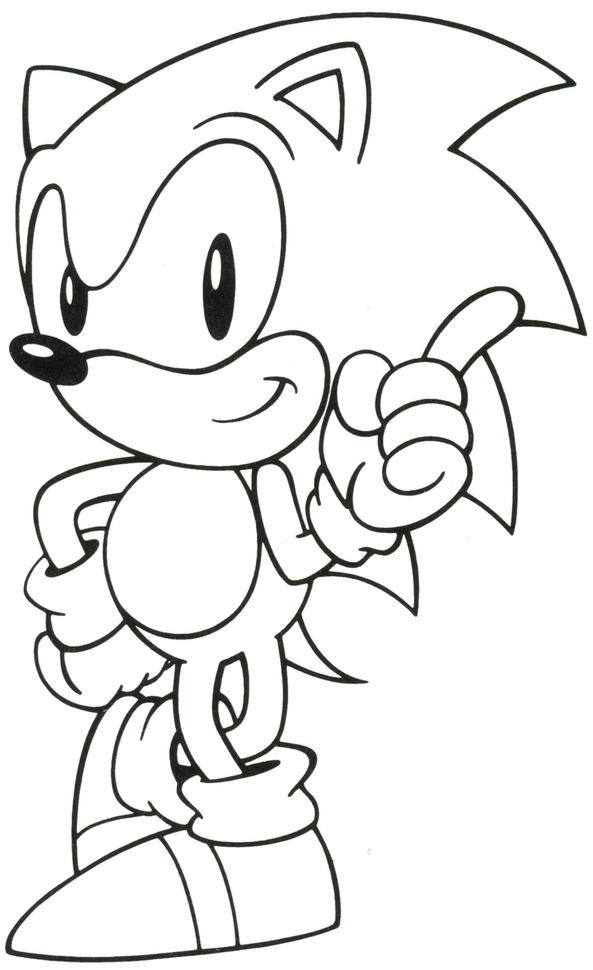

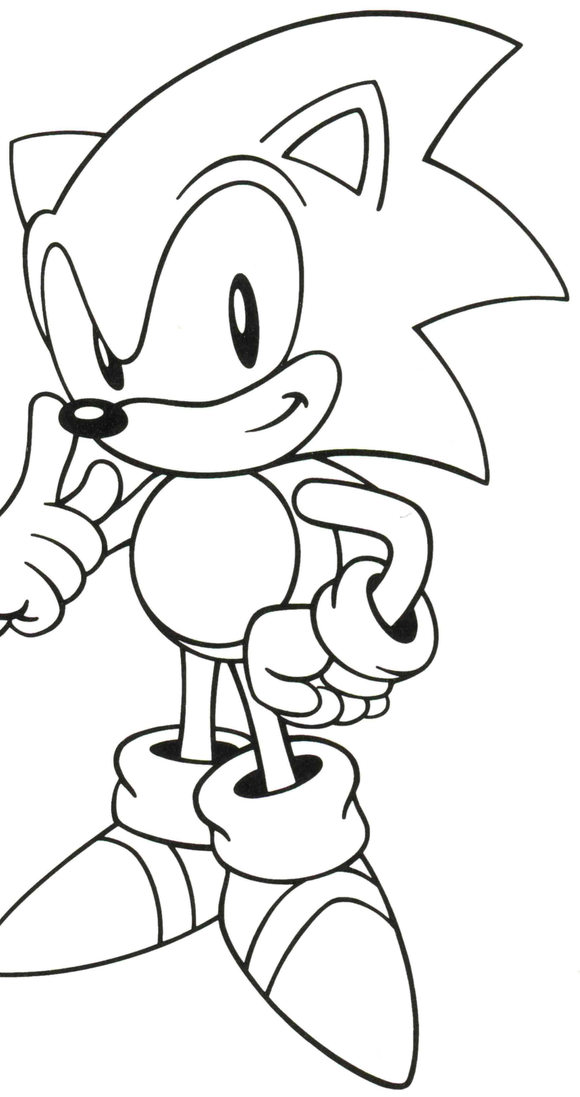

11-F

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Color Guidance

Dr. Robotnik™

PANTONE® (PMS) colors/process color tint equivalents

TOP HALF OF JUMPSUIT, SLEEVES:
PMS #185 Red/95M+75Y

HEAD, FACE:
PMS #1555 Tan/20M+30Y

MOUSTACHE:
PMS #1505 Orange/50M+90Y

LINE ART, JUMPSUIT BOTTOMS, SOLES OF SHOES, EYES:
PMS Black/100K

BELTS, COLLAR:
PMS #124 Gold/100Y+30M+5K

BUCKLE EMBLEM:
PMS #4495 Bronze/40C+40M+80Y+20K

NOSE:
PMS #1915 Red/80M+20Y

12-A

STUDS:
PMS #571 Blue/20C+20Y

GLOVES, PANTS:
PMS #430 Gray/50C+50K

PUPILS:
PMS #179 Rust/80M+80Y

ARM BANDS:
PMS #5497 Gray/30C+10M+20Y+30K

TEETH:
PMS #607 Pale Yellow/10Y

SHOES:
PMS #185 Red/95M+75Y

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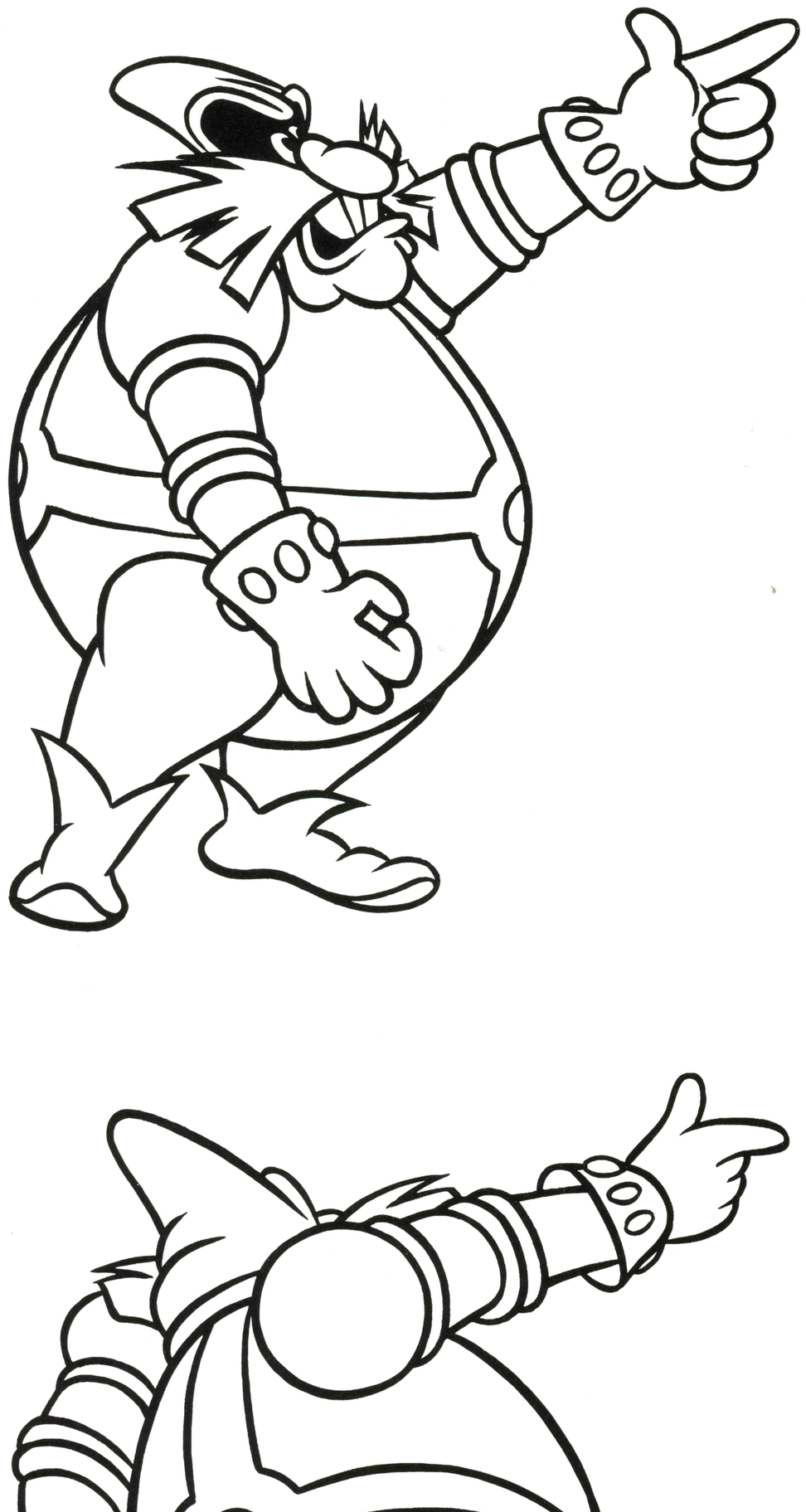
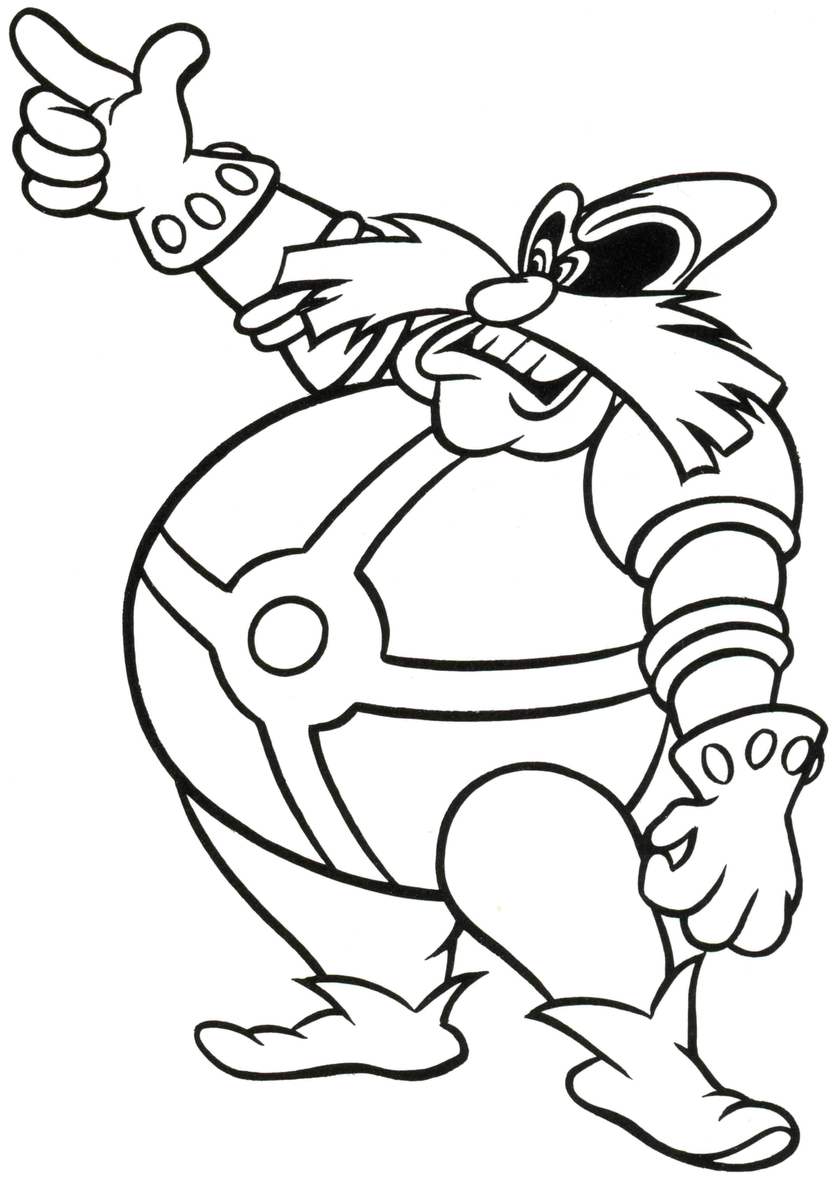
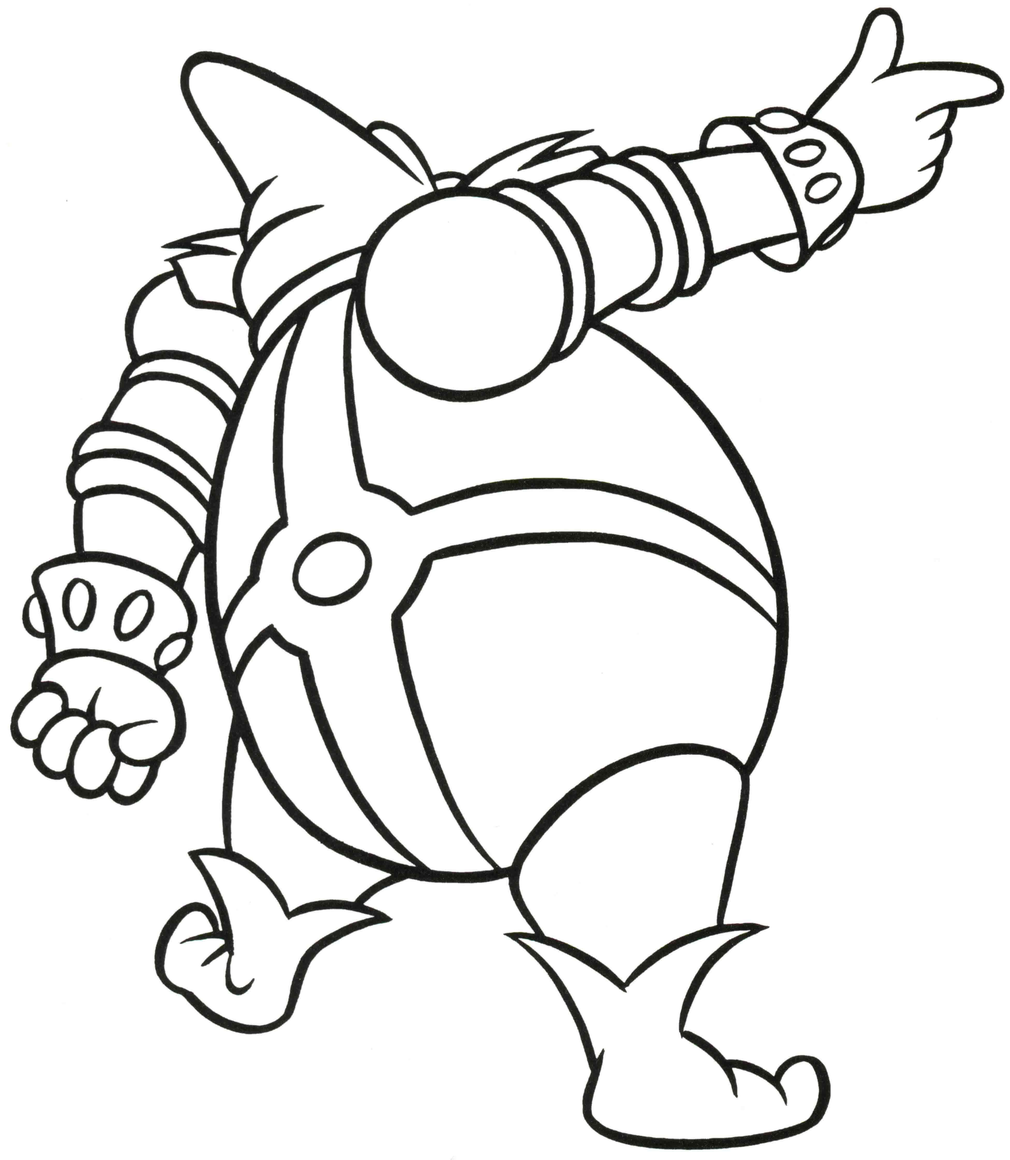
Turn Arounds

Dr. Robotnik™







12-B

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Expressions Attitudes

Dr. Robotnik™

EVIL LAUGH

GREEDY

FURIOUS

DIABOLICAL/CUNNING

12-C

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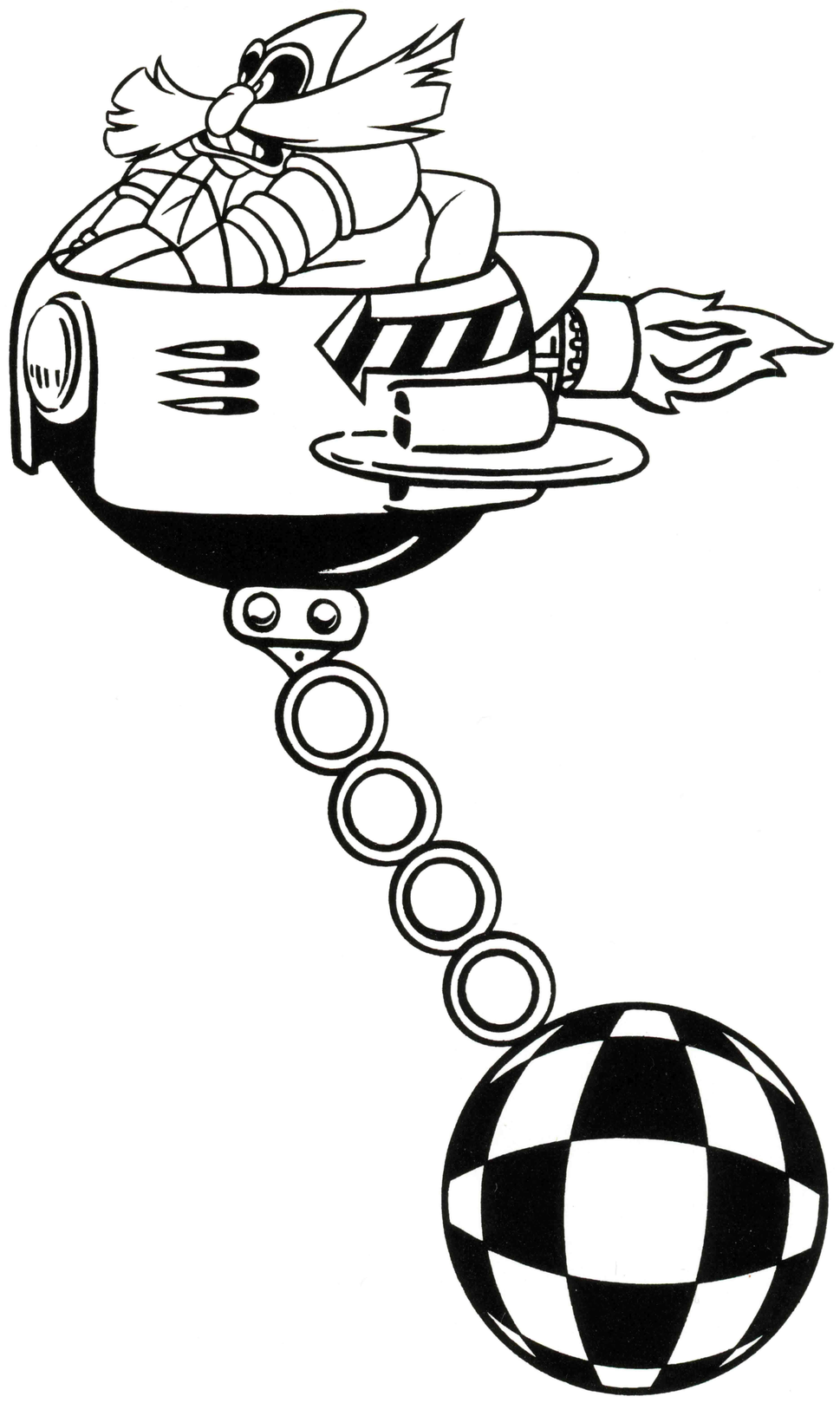
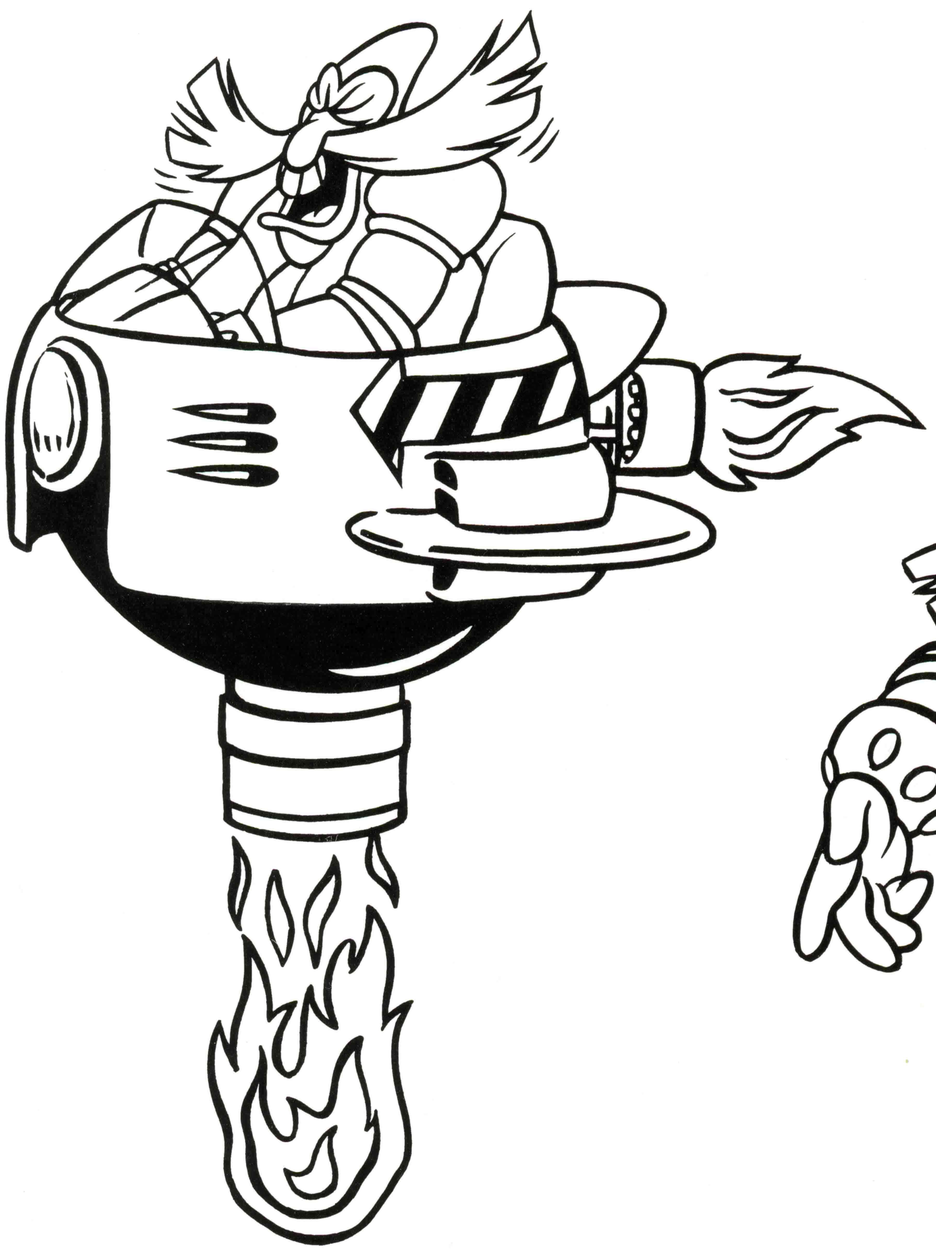
Expressions Line Art

Dr. Robotnik™





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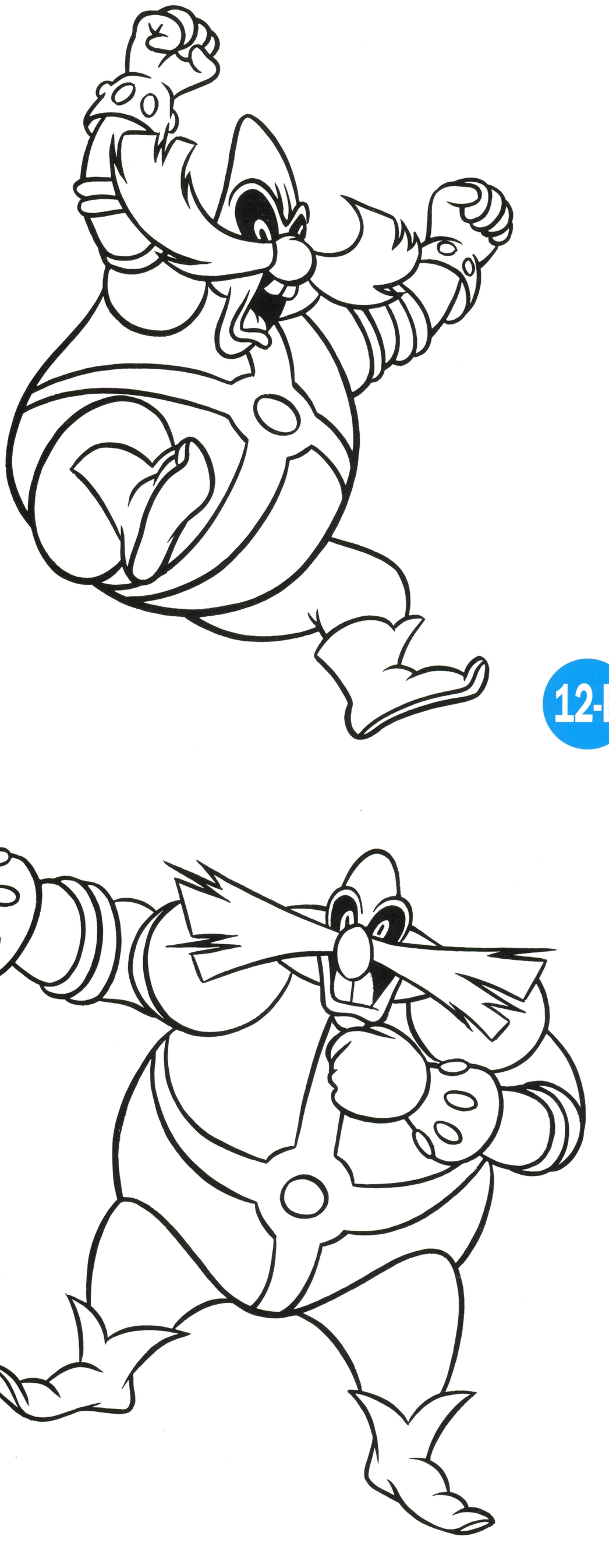
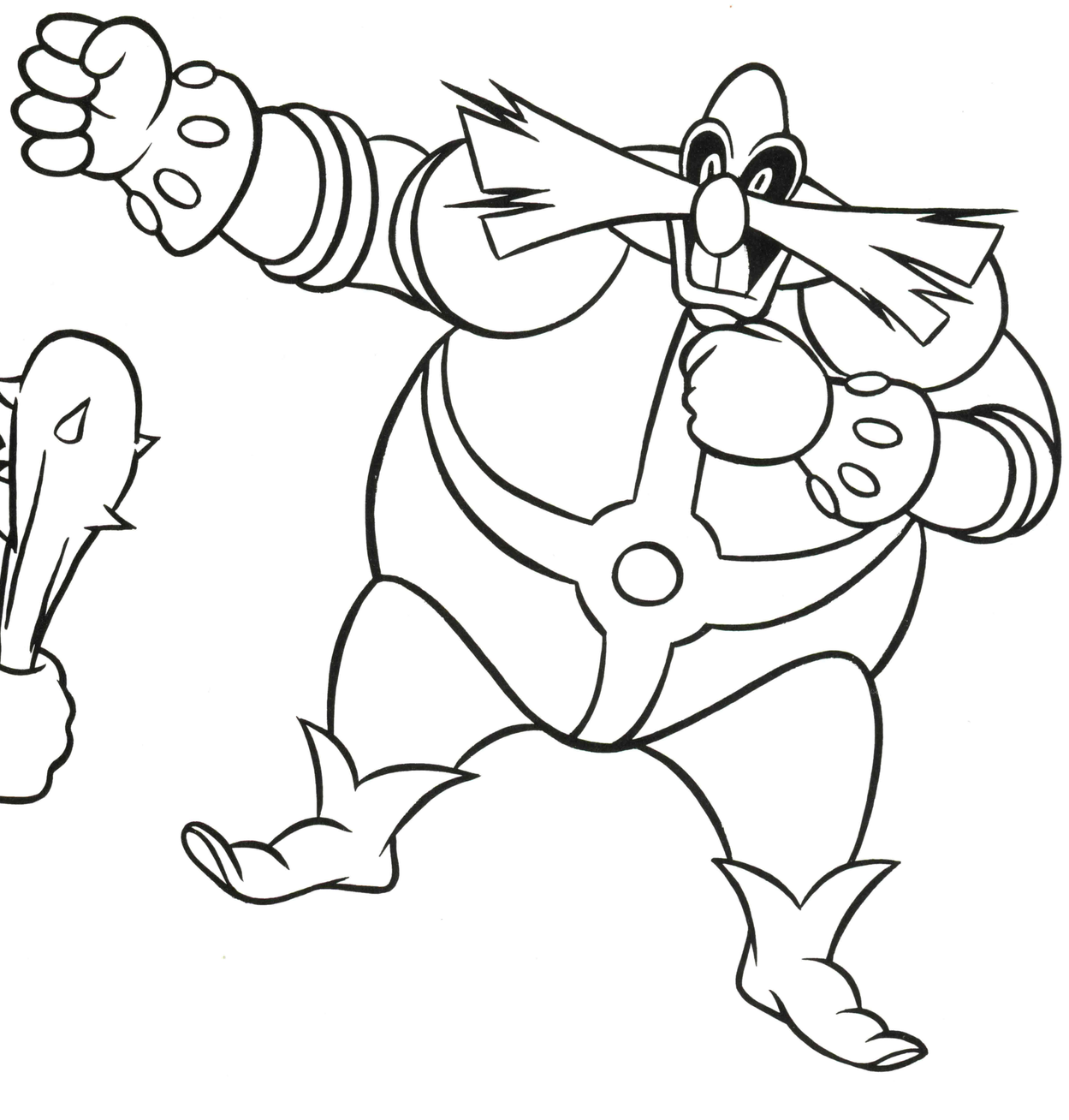
Line Art

Dr. Robotnik™





12-E

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Color Guidance

Tails™

13-A

PANTONE® (PMS) colors/process color tint equivalents

HEAD, BODY, ARMS, LEGS, TAILS:
PMS #152 Orange/60M+100Y

WRIST BANDS:
PMS #300 Blue/50M+100C

HEELS OF SHOES:
PMS #185 Red/95M+75Y

LINE ART, PUPILS:
PMS Black/100K

EYES, MUZZLE, TUMMY, TOES OF SHOES, TIPS OF TAILS, GLOVES, INSIDE EARS:
White

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Turn Arounds

Tails™

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Expressions Attitudes

Tails™

HAPPY

ALARMED

CONFUSED

SAD

FED UP

13-C

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Expressions Line Art

Tails™

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Line Art

Tails™

13-E

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UP...OVER...
AND **GONE!!**

SCENES & ENVIRONMENTS!

Scenes & Environments

HOW TO USE

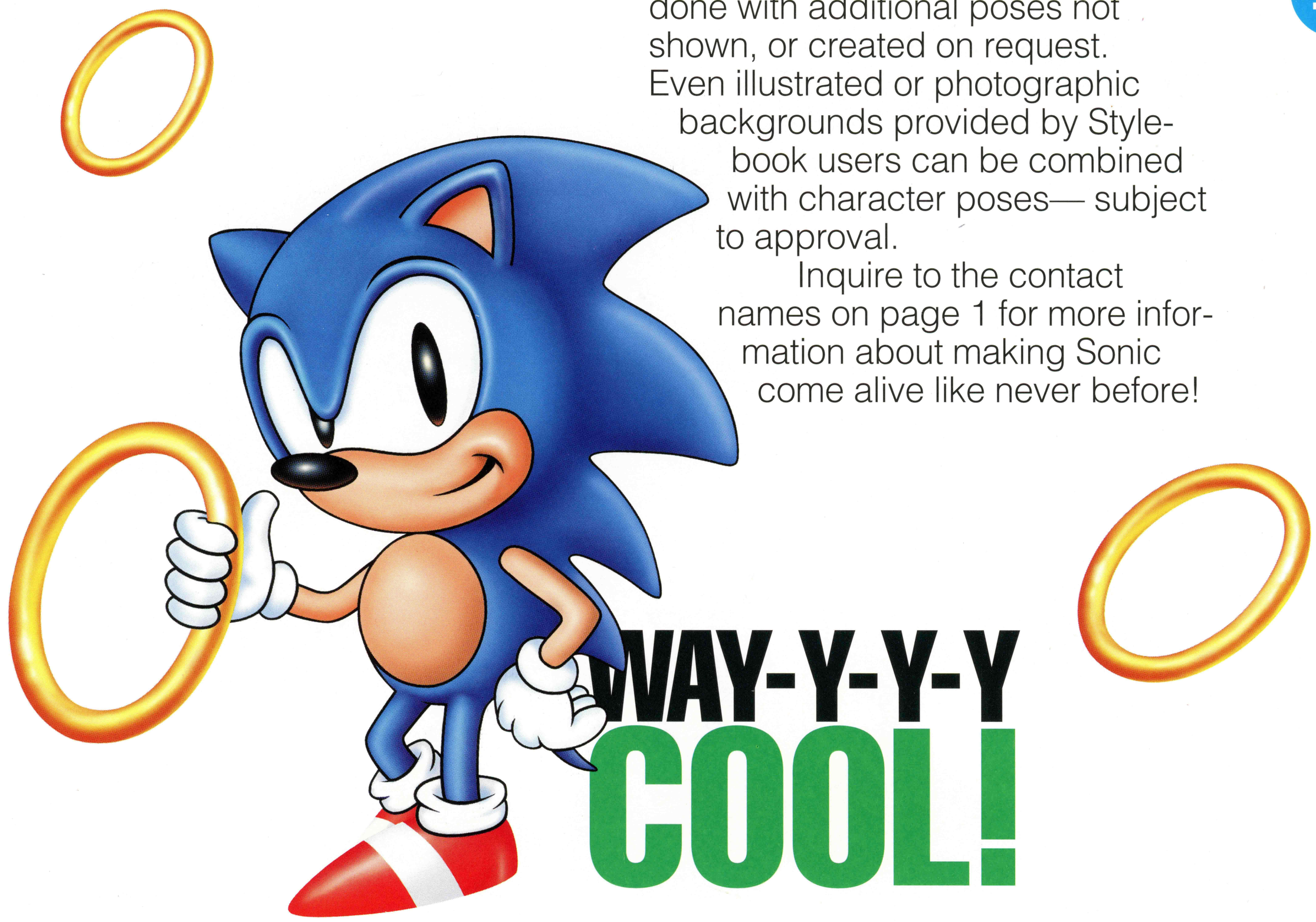
The scenes and environments in this Section illustrate the world of Sonic The Hedgehog™. Some have their basis in the video games— others are artists' interpretations.

However you depict Sonic, his friends and foes, this Section serves as a guide, either to assist in creating new scenes, or for choosing existing ones.

Sonic was created on computer for the color poses throughout his Stylebook. This allows the unique advantage of *combining* Sonic, other characters and backgrounds with more versatility as opposed to conventional illustration techniques.

Digital imaging to combine various character poses and backgrounds in the Stylebook can be done on request, at fees quoted on a project basis. This can also be done with additional poses not shown, or created on request. Even illustrated or photographic backgrounds provided by Stylebook users can be combined with character poses— subject to approval.

Inquire to the contact names on page 1 for more information about making Sonic come alive like never before!



WAY-Y-Y-Y COOL!

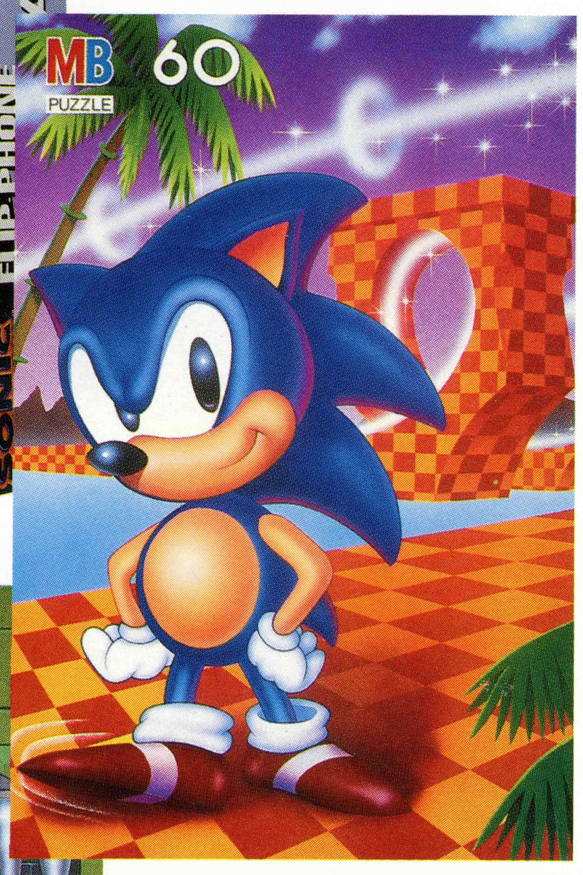
HERE'S A NEW SPIN ON...

HANG TAGS & PACKAGING ART!

Packaging

Assembled on this page are some examples of packaging treatments for various Sonic The Hedgehog™ licensed merchandise. This distinctive styling is specifically designed to build on themes from the Sonic environment, while positioning our true blue hero with a look all his own.

The styling of these samples creates its own niche throughout a variety of product categories, encouraging the impulse buyer while *simultaneously* capitalizing on Sega brand loyalty among video game consumers.



Packaging

PACKAGING STANDARDS

Primary panels— tops or fronts of all packages, including boxes, hang cards or panels within clam packs must include these elements:

1. A prominent visual of Sonic The Hedgehog,™ either pointing to, looking at or interacting with product
2. Sonic The Hedgehog™ logotype trademark ON BLACK
3. Sega trademark (smaller)
4. Correct trademark notification copy
5. Product description (name or title)
6. *Minimal* bulleted features or benefits
7. Recommended ages (where appropriate)
8. Photo depiction of (or actual show-through of) product
9. Licensee's identity/logo (LESS prominent than Sonic's)
10. Sonic Checkerboard placed vertically down right side
11. Other appropriate copy: (battery requirements, bilingual copy, required regulatory copy, et cetera.)

COLOR SCHEME

PMS colors and process color tint equivalents for various accents and backgrounds are as follows:

DESCRIPTION	PMS #/COLOR	PROCESS TINT EQUIVALENT
Packaging Background	#270 Violet	30C + 25M
Checkerboard (yellow):	#123 Goldenrod	100Y + 25M
Checkerboard (rust):	#180 Rust	90Y + 80M + 20C
Black (surrounding logotype):	Black	100K + 40C

IMPORTANT

When printing on UNCOATED paper, SUBSTITUTE the following:

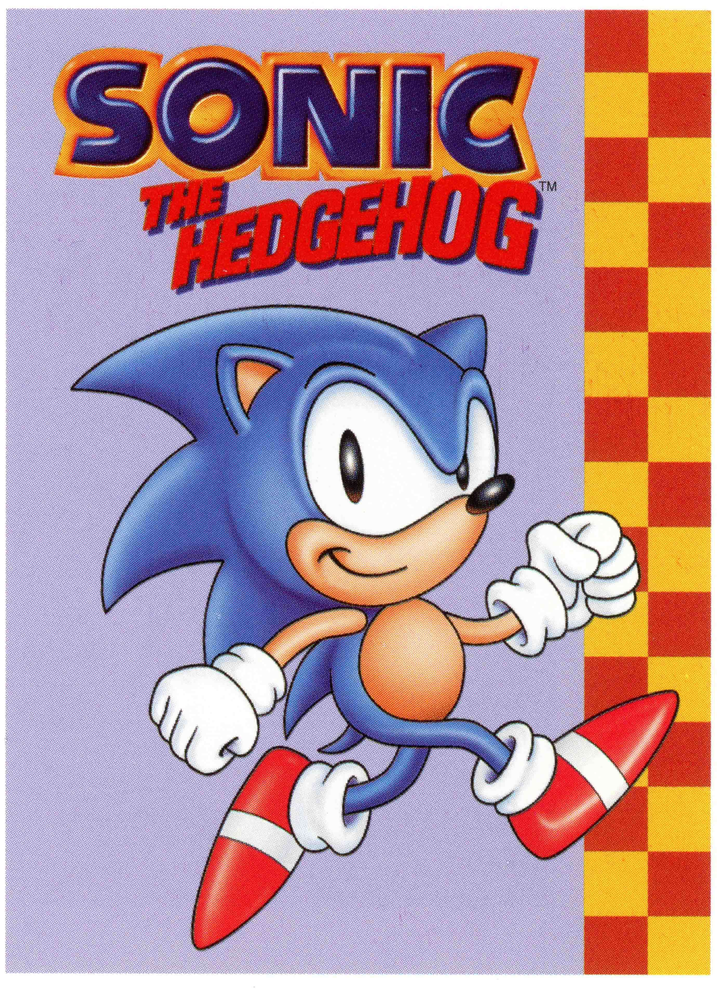
#115 INSTEAD of #123 Goldenrod
#173 INSTEAD of #180 Rust

EXCEPTIONS

Exceptions to packaging standards may be allowed ONLY for reasons due to production limitations, and ONLY at the discretion of Sega.

Hang Tag Art

This Hang Tag format is intended for universal product applications. Licensee identification, copy (if any) and trademark notification print on the reverse side.



USE IT
OR LOSE IT!!

TRADEMARKS
& LOGOTYPES!

The Sonic Logotype

The classic full color logotype is intended for use on white ONLY. Other backgrounds may be approved at the discretion of Sega. See Packaging, pages 18 and 19 for exception. *Transparencies are available.*

(process color separation)

The black and white logotype may be used for 1 color print applications, including newspaper ads, backs of hang cards, et cetera. (See logo sheet at back of this section.)

An alternate color logotype may be achieved by using PMS colors or process color tint equivalents as shown here. Use B&W logo art as a basis for this version.

The Sega logotype is encouraged as an element of packaging, sales collateral and promotion. Though not required, the Sega logotype affords *instant brand recognition,* attracting brand-loyal buyers to your licensed product.

PMS #286 (100C + 60M + 6K)

Trademark Notifications

Whenever Sonic The Hedgehog™ is pictured or referred to by name in print or depicted three-dimensionally, a trademark and copyright notification should appear on the same printed surface, molded surface or on a label attached.

Trademark notifications for Sonic The Hedgehog™ should read as follows:

10 point

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8 point

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6 point

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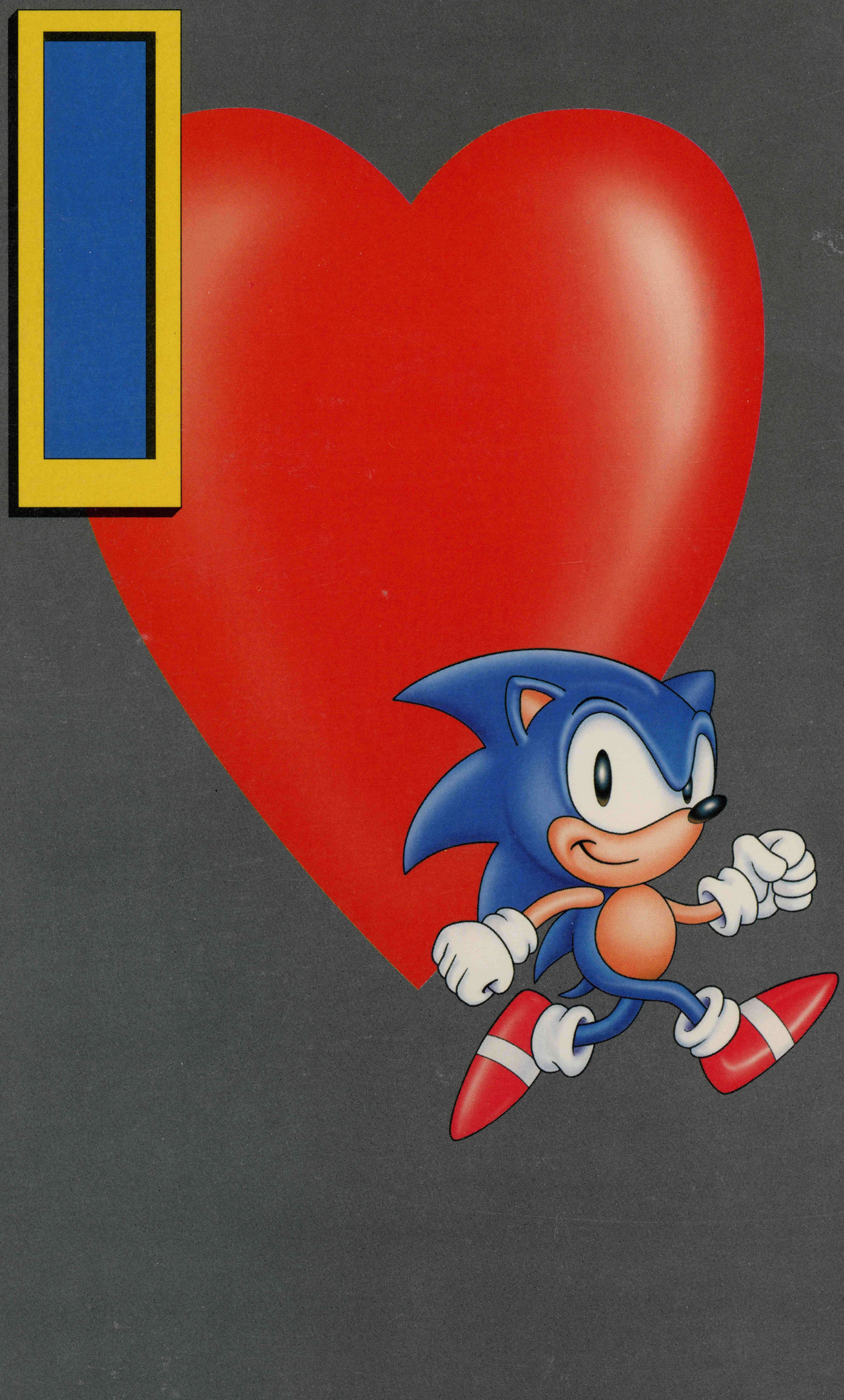
For apparel items only, an abbreviated copyright notice is allowed. It should read as follows:

TM & ©199___ SEGA.

The last digit (or blank) in 199___ should be the year of publication or issue for your particular project. Type may be set as large as 10 pt. or as small as 6 pt. Ideal size is 8 pt. Type should be set in Helvetica Light Condensed or Helvetica Condensed and punctuated EXACTLY as shown.

Unless otherwise notified, use the above-described trademark notification for all related characters. For further clarification, check with your contact (see page 1).



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